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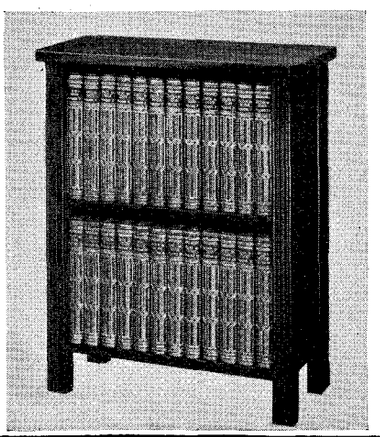

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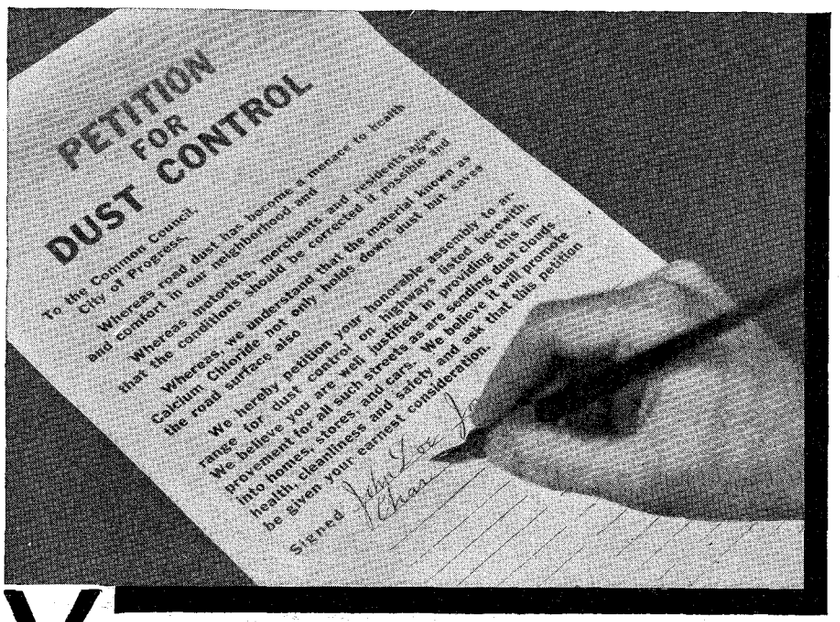
PETITION
FOR
DUST CONTROL
To the Common Council,
City of Progress.
Whereas road dust has become a menace to health
and comfort in our neighborhood and
Whereas, motorists, merchants and residents agree
that the conditions should be corrected if possible and
Whereas, we understand that the material known as
Calcium Chloride not only holds down dust but saves
the road surface also
We hereby petition your honorable assembly to ar-
range for dust control on highways listed herewith.
We believe you are well justified in providing this im-
provement for all such streets as are sending dust clouds
into homes, stores and cars. We believe it will promote
health, cleanliness and safety and ask that this petition
be given your earnest consideration.
Signed

YOU CAN HELP END THE DUST NUISANCE

IF YOUR roof leaks, you get someone to fix it. That's the thing to do if local highways put a dust film on everything—go to the right man, the local highway official. Ask him to fix it. He knows how to hold it on the road surface with moisture supplied by clean flakes of Calcium Chloride.

Dusty roads are an expense and a menace to any community. They crumble away and have to be rebuilt at great expense. They can only be satisfactorily graded after a rain. They cause needless expense in motor car accidents from skidding and from clouded vision. They soil clothes, contaminate food, irritate eyes and throats. So you render a public service and free your home of the dust cloud at the same time by asking for dustproofed roads.

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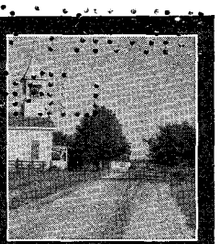

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for APRIL 2, 1932

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The Literary Digest

NEW YORK, APRIL 2, 1932

TOPICS OF THE DAY

Periodical L71

Dry-Wet Outposts Clash as Kansas Slips

SHELLS AND BOMBS ARE BURSTING all along the Prohibition front as this issue of THE DIGEST goes to press. Verbal ones, of course.

"Votes on Prohibition are becoming as fashionable in Congress as they are in the offices of THE LITERARY DIGEST," exclaims the Baltimore *Sun*.

And just at the height of the excitement, Kansas, the solitary Sahara of the DIGEST poll, takes a sudden sharp slump in the tally and seems almost in peril of going over the wet top.

Her toboggan ride in the seventh report of the 20,000,000 straw vote (on the next page) is short but steep. It almost lands her on the dry-wet fence.

She ducks that scandal, for the time being, by a scanty margin of seven hundredths of 1 per cent. Just look at her totals:

Dry, 31,993. Wet, 31,985.

Yes, as close as that. And last week her dry percentage had climbed to 53.34. Now it has slipt to 50.07.

Will next week land her on the wet side of the fence? The world will not know until the eighth report of the great Prohibition poll is tabulated.

For the present we draw the curtain on that situation, so fraught with suspense for both adherents and opponents of the Eighteenth Amendment.

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Facing a Condition, Not a Theory
—Darling in the New York "Herald Tribune."

Meanwhile, our anxious dry friends will scan the remainder of the seventh report in search of compensation for the calamity threatened in Kansas.

CERTAIN morsels of compensation may be found here and there. They are visible from the Olympian heights of non-partizanship on which the poll is conducted. For instance, North Carolina's dry percentage has crept up to 49.91, and she seems just as likely to go over the dry top as Kansas is to go over the wet top.

Again the drys have made another gain over the whole country in their percentage status. Last week the poll was 25.10 per cent. dry; this week it is 25.75 per cent. dry.

The total number of votes now tabulated is 3,715,630. Of these, 956,963 are for continuance of the Eighteenth Amendment, while 2,758,767 favor its repeal, making an anti-Prohibition percentage of 74.25 per cent.

In the seventh report we have arranged the States under their geographical classifications. Many readers had suggested this from time to time. Of the nine sections of the country, the driest is "East South Central," embracing Kentucky, Tennessee, Alabama, and Mississippi. It stands, so far, 40.38 per cent. for continuance, 59.62 per cent. for repeal.

Now for a few small samples of the shell-fire that is booming along the Prohibition front. From a Washington dispatch in the Baltimore *Sun* we gather that

"Dry leaders freely used such terms as 'suicidal' and 'treachery' in discussing the possibility of the Republican organization going over to the wets. And they added that there would be more feeling against a dry party that had run out on the Prohibitionists than against a party that for years has been openly on the wet side."

ONE direct statement on this line is attributed to a professional dry who, when asked if the Republicans could expect drys to support their ticket if the party platform carried a resubmission plank, emphatically replied:

"'Drys would not support the candidate of the Republican party under those conditions. They would go to extreme lengths to repudiate what they would consider a policy of Judas Iscariot, if that plan were put into effect.

"'They would either put up an independent candidate or would vote for the other side even tho it were wet, as a rebuke for that kind of leadership. I don't believe Herbert Hoover would run on such a platform or would lend himself to that kind of a compromise.

"'President Hoover secured his 7,000,000 majority in 1928 as a direct result of dry support for his dry stand. He would sacrifice that support if his party now repudiated the dry side."

Next comes F. Scott McBride, general superintendent of the Anti-Saloon League, with a declaration in Washington that a wet move on the part of the Republicans will bring them inevitable defeat. Also that there is a black list for wavering dry Congressmen.

And this, according to a New York *Herald Tribune* correspondent, "in the face of increasing agitation among Republican wets for a repeal or modification plank in the next party platform."

Meanwhile the academic wrangle as to how, when, or whether

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Seventh Report of the Literary Digest Prohibition Poll—Classified Geographically

State	Favor Continuance of Eighteenth Amendment	Favor Repeal of Eighteenth Amendment	Total
NEW ENGLAND	65,627	243,259	308,886
Maine	7,450	16,785	24,235
New Hampshire	5,607	12,495	18,102
Vermont	4,211	9,942	14,153
Massachusetts	35,393	133,251	168,644
Rhode Island	2,984	16,187	19,171
Connecticut	9,982	54,599	64,581
MIDDLE ATLANTIC	221,634	937,052	1,158,686
New York	71,494	405,265	476,759
New Jersey	27,897	164,658	192,555
Pennsylvania	122,243	367,129	489,372
EAST NORTH CENTRAL	247,077	767,728	1,014,805
Ohio	96,868	257,132	354,000
Indiana	59,357	126,830	186,187
Illinois	48,560	209,297	257,857
Michigan	29,930	109,425	139,355
Wisconsin	12,362	65,044	77,406
WEST NORTH CENTRAL	118,651	236,330	354,981
Minnesota	17,551	56,426	73,977
Iowa	24,141	42,824	66,965
Missouri	26,184	67,925	94,109
North Dakota	2,554	7,810	10,364
South Dakota	3,385	7,455	10,840
Nebraska	12,843	21,995	34,838
Kansas	31,993	31,895	63,888
EAST SOUTH CENTRAL	51,326	75,768	127,094
Kentucky	15,482	32,756	48,238
Tennessee	21,431	22,835	44,266
Alabama	8,186	11,122	19,308
Mississippi	6,227	9,055	15,282
SOUTH ATLANTIC	116,918	217,109	334,027
Delaware	2,065	5,663	7,728
Maryland	13,038	43,441	56,479
District of Columbia	2,444	8,745	11,189
Virginia	24,932	42,919	67,851
West Virginia	19,554	37,598	57,152
North Carolina	29,100	29,203	58,303
South Carolina	7,661	11,511	19,172
Georgia	13,229	23,470	36,699
Florida	4,895	14,559	19,454
WEST SOUTH CENTRAL	59,704	92,271	151,975
Arkansas	10,388	11,448	21,836
Louisiana	3,096	15,465	18,561
Oklahoma	18,036	22,005	40,041
Texas	28,184	43,353	71,537
ROCKY MOUNTAIN	17,873	36,238	54,111
Montana	1,450	6,154	7,604
Idaho	2,258	4,232	6,490
Wyoming	915	3,018	3,933
Colorado	9,533	13,186	22,719
New Mexico	790	2,103	2,893
Arizona	910	2,541	3,451
Utah	1,867	4,035	5,902
Nevada	150	969	1,119
PACIFIC	46,517	141,244	187,761
Washington	8,452	25,442	33,894
Oregon	6,070	12,941	19,011
California	31,995	102,861	134,856
State Unknown	11,536	11,768	23,304
U. S. TOTAL	956,863	2,758,767	3,715,630

the Eighteenth Amendment can ever be repealed seems to approach a boiling-point.

That the Amendment can be, and is going to be, repealed is argued stoutly by John Hemphill in a long article which leads off the April *Vanity Fair*. He points to persistent political action, National and State, as the path to repeal, and says:

"The inroads made by repeal sentiment both upon dryness and modification become apparent if we compare the results of the Literary Digest poll of 1922 and the second tabulation made by that magazine in 1930. The repeal percentage in 1922 was 20.6. It was 40.4 in 1930. Meantime the dry percentage had fallen from 38.5 in 1922 to 30.5 in 1930; and modification from 40.9 per cent. in 1922 to 29.1 per cent. in 1930. The doubling of the repeal strength in those seven and one-half years was at the expense of about one-fourth to each of the other two classifications.

"Prof. Walter Willcox of Cornell University, an authority on statistics, has made an exhaustive and illuminating analysis of the two polls. His graph, drawn as of February, 1930, and balancing wets against drys, with a careful apportionment of modificationists between them, shows that thirty-seven States are to be counted as above the 50 per cent. wet line. Now thirty-six wet States are enough for repeal. The Willcox analysis has been approved by three members of the Wickersham Commission —Messrs. Anderson, Loesch, and Pound.

"In still another particular the Literary Digest polls indicate that the wet-and-dry issue has sufficiently preempted public attention to bring about an early solution. That magazine conducted Presidential polls in the years 1920, 1924, and 1928. Of the ballots sent out the percentages returned for tabulation were as follows: 13.8 per cent. in 1920, 14.1 per cent. in 1924, and 13 per cent. in 1928. The Literary Digest likewise conducted a nation-wide poll on Prohibition in 1922; but of the ballots sent out only 9.1 per cent. were returned. It was to be expected in 1922 that the Presidential poll would provoke more interest than the Prohibition poll. But the magazine conducted another poll in 1930."

That time, Mr. Hemphill points out, "of the ballots sent out 23.8 per cent. were returned—which indicates that, as of this latter date, the public displayed almost twice as much interest in Prohibition as it had shown in Presidential years." Reading on:

"And now, altho again in the year of our quadrennial circus, with the opportunity of conducting a Presidential poll but a few months off, The Literary Digest is imprest with the urgency of, and the public interest concerning, the wet-and-dry issue, and is now conducting still another poll. This time it will be even more useful, and from present indications, infinitely more emphatic upon the wet side, for the modification vote is eliminated."

In the ructions along the Prohibition front, some trench bombs and a good deal of poison gas are being launched at The Digest, regardless of our non-combatant status, and the fact that we are busy obtaining light for both sides to see by.

One rule of the dry-wet war game seems to be:

"When in doubt, attack The Digest."

The *Nevada State Journal* taunts us with "pampering the drys." Just because we've been polite and encouraging, pointing out their percentage gains while the majority was mounting against them.

The dry anti-Digest sharpshooters tell their simple followers that we don't send ballots to women, that we send them "only to known wets"—all sorts of absurdities.

In the near future The Digest is going to produce some

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facts and figures that will stop all that loose talk as far as sensible people are concerned. In the meantime we'll only say this:

The poll is not built like a watch. It's more like a tree. A tree three thousand miles wide, with countless leaves, twigs, boughs and limbs. Rough and ready in spots. Every branch as crooked as a dog's hind leg. A dead bough here, a missing patch of bark there, a warped root sticking above the soil, and a puzzling array of leaves—hardly any perfect ones, almost all spotted or twisted in some way.

And yet it's a big, strong, beautiful, and useful tree.

Apply the same string of adjectives to this poll, and you won't be far out. But you must look at it as a whole, not concentrating on the rough spots. Twenty million ballots! Some are undelivered, some overlap, some don't turn up where they're fondly expected or fiercely desired. Drys complaining. Wets complaining. Women complaining—some of them dry and some of them wet.

But the thing as a whole—it works, it gives results. As a product of THE LITERARY DIGEST's polling system, it has a sound, flourishing life, like that of a green tree. Well-informed people, both wet and dry, respect its soundness. They know that, in a big way, in spite of its rough spots, it finds out the truth.

BOUND NOV 2 1932

Atlanta's "Imp of Hell" Wins

AS AN IMP OF HELL, this Sunday-school teacher has stirred the nation by his latest exploit.

Smoking his perpetual cigar contentedly, Atlanta's slender, sixty-four-year-old Mayor, James L. Key, receives congratulations upon beating the strangely wedded dry leaders and labor chiefs in a recall election.

With him rejoice other Imps of Hell, the anti-Prohibition organization of American Legionnaires, which made him an honorary member.

Acme

"Prohibition Is Demoralizing"

Declares Mayor James L. Key, of Atlanta, shown with his daughter.

While 11,689 voted to oust him, 17,234 stood together to keep him in office. This total vote of 28,923 sets a record, notes the Atlanta *Journal*, "eclipsing by 12,272 the largest vote ever before cast in a city election or primary here."

"That does not prove Atlanta wet," asserts the Omaha *World-Herald*, expressing the view of several papers, "but it has become safe for political skeptics."

The trouble began when Mayor Key "went to France, last summer, with the junket by municipal officials which the French Government sponsored," writes the Atlanta correspondent of the Baltimore *Sun:*

"In a Paris hospital, clad in yellow silk pajamas and smoking his long, black cigar, the Mayor gave an interview to a correspondent from the States, a daughter of one of his Atlanta friends.

"She asked him what he thought of Prohibition. He thought it a failure.

"She cabled accordingly. Blooey went the head-lines in Atlanta.

"Councilman White demanded the Mayor's impeachment. John A. Manget, Christian Council leader, organized the Greater Atlanta Prohibition and Law Enforcement League, and demanded his recall.

"The Mayor came home and sat watchfully while Manget circulated recall petitions with scant success. Meantime, he repeated his denunciations of Prohibition in—of all places—his Sunday-school class in Grace Methodist Church.

"'Judge Prohibition by your own standards,' he told the drys. 'Your law was designed to keep people from drinking liquor. Can you show me a person in the United States who wants a drink, and has the price, who can not buy it? The law is corrupting our Government and demoralizing our youth.'

"The Rev. Robert Z. Tyler, pastor of Grace Methodist Church, demanded that the Mayor omit discussion of Prohibition from his Sunday-school lessons. The Mayor refused to comply. The Rev. Mr. Tyler asked him to resign as a Sunday-school teacher. The Mayor did so, but most of his class followed him to a down-town theater, where he now conducts a non-denominational class every Sunday.

"Its usual attendance is more than 1,000, compared with about 200 when it was in Grace Church. Through the fall and winter, Mayor Key made a series of anti-Prohibition speeches in other Georgia cities, in Jacksonville, Florida, and in Chattanooga and Nashville, Tennessee.

"He joined the Imps of Hell, and received the indorsement of the Congressional Districts Modification League.

"His comment on one angle of the wet-dry question was illuminating:

"'You say we must have Prohibition in the South to keep whisky away from the Negroes. I tell you we have put our liquor business in the hands of the Negroes. They are the very ones who handle it for us.

"'We should put its handling back in the Government's hands, control the distribution, and get the profits for the public treasury. This would do much to relieve our economic distress.'"

MAYOR KEY antagonized labor leaders by vetoing an appropriation to raise wages of workmen erecting a city building, and by instituting a wage cut for all city employees, to balance the budget. School-teachers' and firemen's unions, which are parts of the Atlanta Federation of Trades, then joined the recall movement, we read.

"About this time," adds *The Sun's* correspondent, "the Mayor sanctioned Sunday moving-picture performances where the gross receipts went to relief for the unemployed. The church people again attacked him for 'lowering the moral tone of Atlanta.'"

All the Atlanta papers supported the Mayor, we read, and *The Constitution* says that the victory "vindicates his contention that an American citizen, even tho he should be the occupant of a public office, has the inalienable right to express his opinion on public topics, and that the city must be run within its income and on a strictly business basis."

As the Philadelphia *Inquirer* sees it, Mayor Key's majority was "so decisive that one might be justified in declaring that Atlanta had gone wet"——

"But, as a matter of fact, a number of issues were involved, and there is no doubt that a great many drys voted for the retention of the Mayor because there was no sound reason for removing him at this time."

Atlanta "has refused to be bulldozed," says the New York *Times*, "by the Prohibition magnates or the lords of labor acting on their own motion without the consent of the various drafts."

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The "Soak-the-Rich" Drive in Washington

YELLING, STAMPING AND HAND-CLAPPING, cheers and hisses, filled the air.

Pandemonium reigned in those normally calm precincts of the House of Representatives.

And why not? One of the biggest—as well as one of the noisiest—political fights of the generation was on. It was the revolt of the radicals against the sales tax. And this developed into a clash between two opposing theories of taxation.

It came rather unexpectedly, for when the Democratic Ways and Means Committee submitted their billion-dollar tax bill

Acme

"We Have Done Something for the Poor Man"

Fiorello H. La Guardia, independent Republican, in his office. He led the Republicans and Democrats who took control of the House out of the hands of the majority leaders.

everybody was talking of the admirable Democratic discipline, of the way members of Congress of all parties were harmoniously cooperating to balance the budget and smooth the way for business.

BUT suddenly Fiorello H. La Guardia, fiery radical Republican, ex-Army flyer, war hero, turns his machine-guns on the sales tax to slaughter it. He is dubbed the real leader of the Democrats by sarcastic Republicans. But by his side there is a tall, sixty-five-year-old Democratic farmer from North Carolina, Robert L. Doughton. And we must not forget the Swiss-descended son of Iowa, C. W. Ramseyer, Republican. Together they rallied the dissidents of both parties, and dealt blow after blow culminating in the defeat of the sales-tax provision itself.

The principle back of the revolt is crisply stated by Mr. Ramseyer, when he declares that taxation exists for two purposes: "first, to raise revenue; second, to prevent the too great accumulation of wealth in the hands of those who have not earned it."

Four major accomplishments before the House voted on the sales tax itself are credited to this "soak-the-rich" bloc in the House by the correspondent of the New York *World-Telegram:*

"1. Increasing inheritance or estate taxes along the lines of the British system, so that a maximum of 65 per cent. is attained on estates in excess of $10,000,000.

"2. Striking out of the credit for foreign taxes paid by corporations.

"3. Increasing the surtaxes on the large incomes up to 65 per cent., practically the wartime rates.

"4. Increasing the ordinary tax rate applying to incomes in excess of $8,000."

It will be remembered that the Ways and Means Committee, which has the responsibility of starting new revenue legislation, submitted a bill for balancing next year's Federal budget by levying a billion and a quarter in new taxes, about half of this being a manufacturers' sales tax. Then the radicals showed their strength. They slapped a wartime surtax on income-tax payers in the high brackets; they raised the normal tax on incomes above $8,000 a year. The leaders, in the words of Arthur Sears Henning in the Chicago *Tribune*, "found themselves whistling down the whirlwind, and their protestations were drowned in the outburst of cheers with which the successful 'soak-the-rich' move was accompanied. Then they struck at the credit for foreign corporation taxes, which was thrown out with a similar demonstration of enthusiasm."

Speaker Garner made a statement to the effect that we are to-day facing one of those times "in the nation's financial life when the question of preference as to methods of raising necessary revenue becomes inconsequential and insignificant in the face of the need of actually and quickly providing the means of maintaining the Government's financial integrity." Later he enlarged upon this, declaring that no tax bill can please everybody, but that "as the surest, soundest, and most effective" way to balance the national budget, the sales plan was adopted.

DURING the week-end adjournment, acting Chairman Crisp (Dem., Ga.) of the House Ways and Means Committee, announced that the committee would compromise to the extent of exempting certain necessities of life from the operations of the manufacturers' tax. And Secretary of the Treasury Mills wrote to his fellow townsman, Mr. La Guardia, and told him that his tax program, according to Treasury calculations, would leave the Government about $530,000,000 short. But Mr. La Guardia came out with a long statement of his own, declaring that he had a perfect right to defend the working people. And when Congress met again it proceeded to undertake "another ripping up of the conservative combination's tax bill," in the words of Elliott Thurston of the Philadelphia *Record*. This was the Ramseyer amendment jacking up the inheritance tax. And then came the vote elliminating the sales tax from the bill.

By this time, it seemed evident to Clinton W. Gilbert of the New York *Evening Post* that—

"The tax bill as it will be drafted on the floor will 'soak the rich' as no tax action ever has in the history of the country. The income-tax rates already voted are virtually the income-tax rates imposed during the war. The estate-tax rates that will be adopted were not even imposed in that great national crisis."

"REDISTRIBUTION of wealth through the power of taxation" is understood by Arthur Crawford of the Chicago *Journal of Commerce* to be the underlying motive of those who have forced up the income and estate taxes in the new bill. And, he says, unless the leaders can gather their scattered forces together in time, "the tax bill in its final form may go far toward accomplishing the redistribution of wealth which the radicals have in mind."

These votes in the House, says David Lawrence of the Consolidated Press, were the inevitable "outcropping of sentiment on the demand coming from various parts of the country, that the Government ought to 'soak the rich.'"

"Let's soak the rich," reports the Brooklyn *Times* disgustedly, "was the cry raised in the House and cheered by men sworn to uphold the Constitution." The popularity of such ideas makes the New Haven *Register* wonder whether our govern-

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ment "has fallen into the hands of a disorganized band of mental incompetents." Well, it is easy enough to talk about "soaking the rich," says the Philadelphia *Inquirer*, speaking for many conservative dailies, "but when a sponge has been drained dry no more water can be squeezed from it." "When taxes go too high, wealth simply disappears," says the Boston *Herald;* "the inevitable tendency is to drive accumulations into tax exempt securities." Or, in the words of the New York *Daily News*, "it is taxation which kills the goose that lays the golden eggs."

The revolt in the House "threatens the nation with the greatest crisis since the assassination of Lincoln," declares the Chicago *Tribune*, which adds:

"Congressmen refuse to face the fact that crushing taxation of those of moderate means can only result in decreased purchasing power, which in turn can only retard business recovery; while punitive taxation of larger accumulations of capital will inevitably drive them into tax exempt and therefore relatively unproductive investments. At a time when the crying need of the country is for purchasing power and for capital investment in industry, both of which would provide jobs for the unemployed, Congress proposes to restrict buying and make capital investment as difficult as possible."

But there is hysteria on both sides of this discussion, the Baltimore *Sun* calmly observes, arguing that to expect opponents of the sales tax "quietly to swallow a revolutionary tax bill that runs counter to many of the long-standing currents of popular opinion in this country is to expect the machinery of representative government suddenly to break down."

The opposition to the sales tax is of two kinds, explains Mark Sullivan of the New York *Herald Tribune:*

"Part of it is formed by Democrats who are insurgent, or progressive, or radical, according to the temper of those who describe them. Another part of the opposition to the sales tax, however, is completely conservative. It comes from Democrats and Republicans who are quite orthodox but who do not believe in sales tax or have been requested by industries in their districts to oppose it."

THE revolters against the sales tax certainly have their supporters in the press. In the opinion of the Raleigh *News and Observer:*

"The House revolt against a leadership that holds the methods of raising revenue so inconsequential that overtaxed poverty might as well make up the deficit, is the most wholesome sign that has appeared on the Washington horizon in this year of our depression."

It seems to the St. Louis *Post Dispatch* that "in overriding the party leaders on both sides and voting to restore the war-time surtaxes upon incomes, the lower house of Congress has at last broken away from its masters and come to grips with that system which Professor Taussig has told us governs the United States." The Philadelphia *Record* feels much the same way about it:

"By their revolt against standpat party leadership, Republican and Democratic insurgents alike have shown that they can place national interests above selfish party purposes in a crisis. The sales tax, tho it might save campaign contributors from higher income tax payments, would diminish the volume of business and place the heaviest tax burden on those least able to bear it."

THE idea that all opponents of the sales tax are tainted with Communism, or at the very least irresponsible radicals resolved to soak the rich, is stoutly combated by the New York *Journal of Commerce:*

"Representatives of leading department stores of New York City who assembled in conference and exprest disapproval of the manufacturers' excise tax can not be accused of Communistic leanings.

"Garment manufacturers who fear that the sales tax will lead to price-cutting and impair their profits certainly can not be regarded as demagogic spokesmen for the consuming masses.

"Treasury officials, once bitter foes of sales taxes, are not among those who hate the rich and are indifferent to the necessity of balancing the Federal budget.

"In short, sweeping charges designed to create suspicion of the social and economic orthodoxy of everybody who opposes the sales tax at this time are as wild as some of the ill-judged utterances that lend them color.

"A general manufacturers' sales tax, by failing to discriminate between those industries which are hard-prest and those in a better position, adds to the causes of industrial disturbance and tends to retard recovery much more than would higher special levies imposed upon a carefully selected list of industries whose sales and profits have been less seriously affected by the general reduction of consumer buying power.

"Instead of being a step in the direction of Communism, as Representative Rainey maintains, defeat of the sales tax would be a victory for sound tax principles and an aid to business."

Acme

"I Am Never A Quitter"

"And I do not run under fire," declares Acting Chairman Charles R. Crisp of the House Ways and Means Committee, who vainly tried to stem the tide rising against the tax bill he sponsored.

There are also a rather large number of newspapers which, while by no means committed to the principle of the sales tax, are convinced that it will be very difficult to find any other method for raising sufficient revenue to balance the Federal budget under existing conditions.

Politically minded editors observed the embarrassments of the Democratic leadership with varying emotions. The Washington *Post* observes that "revolting Democrats ought to think twice before they betray their leaders and advertise their party as utterly irresponsible on the eve of a Presidential election." Whatever happens to the sales tax in the end, it seems to Frank R. Kent in the Baltimore *Sun* that "this extraordinary and unedifying exhibition of Democratic disunity on a Democratic proposal will make it pretty hard to get Mr. Garner back on that pedestal to which his Presidential boomers had elevated him."

On the other hand, the New York *Evening Post* does not altogether despair of either Democratic leadership or the tax situation:

"After all, Mr. Garner and his Democrats in the House have made an excellent record in national legislation to date. There are no better tax brains in Washington than those of Chairman Crisp, of the Ways and Means Committee, and those brains may throw a new ray of reason into the minds of his fellow Democrats."

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International

The "We Want Beer" Plane Which Is Touring the Nation in Behalf of Modification

Senator Bingham (left), sponsor of the 4 per cent. beer measure, shown with Representative Schafer.

The Uproar Over the Bingham Beer Bill

"WE CAN NOT DRINK OURSELVES into prosperity."

So retorts a dry leader to advocates of Senator Bingham's 4 per cent. beer bill.

In seven words, he thus answers the chief arguments advanced in behalf of the measure—that it would open jobs to hundreds of thousands now idle, benefit 100,000 farmers, and bring the hard-prest Government a minimum of $347,000,000 in taxes.

"The revenue and unemployment arguments behind the Bingham bill are without foundation."

Another leading dry says that.

"Four per cent. beer is an intoxicant."

So says a third dry, and a fourth one adds:

"If you tax liquor to make a revenue, you increase the price so that bootlegging without paying the tax will be profitable."

Thus the ever-alert drys cut loose with their heavy artillery to blast the Bingham bill, a frail flower in the legislative garden which, admittedly, has been brought forth only to be cut down. The important thing, say the wets, is to note who takes a slash at it when cutting time comes, and who tries to shield it.

Out of the Senate subcommittee the measure has come with a two-to-one blessing. That elates the wets. If it can be dragged safely through the full Manufactures Committee, they will be jubilant. That it will be killed on the Senate floor they consider inevitable, but, as stated, what they want is a showdown.

FEW of the newspapers are commenting on this bill as yet, and before detailing the arguments advanced by the subcommittee majority in behalf of the bill, most of which were hammered home at the hearings previously held, we present the views of some of the dry leaders. By our invitation, six leading drys have wired THE LITERARY DIGEST their opinions of the Bingham 4 per cent. beer bill. Earnestly they argue against it.

"It will bring on physical disease and increase deaths," declares Edwin C. Dinwiddie, Executive Secretary of the National Prohibition Board of Strategy—

"The legalization of 4 per cent. beer as proposed by the Bingham and other similar bills would be violative of the spirit and letter of the Constitutional Amendment, in the opinion of Prohibitionists. It would be what is intended by the wet forces, who have been clamoring for modification or repeal ever since the adoption of Prohibition, namely, the getting of the camel's nose into the tent.

"It is a revival of the unsuccessful attempts when the Amendment was submitted and the enforcement law was passed to exempt fermented and vinous liquors from the general Prohibition. No sincere friend of the policy will favor such a procedure now.

"Such a law, if passed, will not accomplish what its advocates claim. It will not diminish drinking or drunkenness. It will bring on physical diseases and increase deaths, from which the nation has been showing a decrease under Prohibition.

"It will not bring financial prosperity. The brewers and their friends talk glibly about piling up hundreds of millions of revenue from beer, and a grammar-grade student knows to do that vastly more hundreds of millions reaching into ten figures must be spent for beer.

"That money can't then go for real food, clothing, furniture, radios, victrolas, autos, and the scores of useful and labor-saving devices which have become common in American homes under Prohibition.

"Such a law would not increase employment, but would definitely reduce it. Every student of economics knows that the production of alcoholic beverages gives employment to fewer people, and pays less in wages in proportion to the capital invested and the money value of the finished product than any of the standard products like those mentioned."

NOT only that, but "the return of legalized beer would not help the farmer," declares Mr. Dinwiddie, and he tells us why:

"In 1917 a committee representing the brewing industry, headed by Gustav Pabst, formally protested to the Senate Committee on Agriculture, May 7, 1917, that the actual amount of grain used in brewing, principally barley, represents less than three-quarters of 1 per cent. of all the grain produced In the United States, and in addition to that the barley used is not a staple food here or abroad. They also told the committee that the land required to raise all the grain used in brewing was less than seven one-hundredths of the agricultural land in the country.

"Farmers are too wise to favor exchanging markets for milk, eggs, butter, cheese, poultry, and cattle for a market for cereal for the manufacture of beer.

"Such a law would cripple enforcement and weaken morale, and my prediction is it will be decisively defeated."

"Women and children would become the lawful prey of the brewing interests" if the Bingham bill passed, declares F. Scott McBride, Superintendent of the Anti-Saloon League. He also attacks the measure on economic grounds—

"Congress refused to exempt beer when the Eighteenth Amendment was submitted. Such beer could not be sold in thirty-six States where it is now prohibited by State law. These

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States and the Federal Government would have the added difficulty of policing the illicit traffic directed at them from beer States.

"We can not drink ourselves into prosperity. Brewers only would profit. Economic recovery would be retarded, not aided. Such a law would legalize a beer trade with a right to develop a commercial beverage traffic. Women and children would become the lawful prey of the brewing interests to cultivate the alcoholic appetite, with facilities guaranteed them by the Government to deliver beer directly to the home."

STATISTICS are marshaled by Dr. Daniel A. Poling to crush the argument that the Bingham bill would ease unemployment—

"Whatever arguments there may be for beer they are not economic. We would do well to wait until we have a fuller demonstration of the power of beer to bring back prosperity to Germany.

"The unemployment situation would be intensified rather than relieved. Four hundred thousand workers are now employed in the soft drink industry. Less than 63,000 brewery workers were employed in the peak year under license and the total number of workers in the liquor traffic, wholesale and retail, in that same year was less than five hundred thousand."

"The enactment of the Bingham measure would mean the repeal of the Eighteenth Amendment by a Congressional statute," declares Senator Morris Sheppard of Texas, sponsor of the Amendment—

"The Bingham beer bill declares 4 per cent. beer to be non-intoxicating. It is an insincere and an idle gesture.

"Even if a sufficient number of Senators and representatives should forget their oaths of loyalty to the American Constitution and enact this bill it would be pronounced unconstitutional by the United States Supreme Court and promptly set aside.

"The Eighteenth Amendment prohibits intoxicants. Four per cent. beer is an intoxicant. At the time the Eighteenth Amendment was adopted 4 per cent. beer was the predominant type of intoxicating liquor. It was the liquor which had been most extensively dispensed by the 177,000 legalized saloons. The greater part of the saloon business of America had consisted of 4 per cent. beer. Of the $900,000,000 invested in the liquor industry before national restrictions began to be felt, nearly eight hundred millions were invested in 4 per cent. beer.

"The enactment of the Bingham bill would mean the repeal of the Eighteenth Amendment by a Congressional statute."

A fear that legalized beer would oust soft drinks and be an entering wedge for hard liquor is exprest by P. H. Callahan, Secretary of the Association of Catholics Favoring Prohibition. Wiring from Louisville, Kentucky, he says:

"There would be very little objection to 4 per cent. beer from me if it were possible to make and sell beer without interfering with the enforcement of our prohibition laws against stronger liquor. I fear it would take the place of softer drinks and be largely used as a blind for the sale and consumption of hard liquor."

"THE trouble with the wet solution of the liquor problem," wires William Allen White, editor of the Emporia *Gazette*, "is this"—

"If you tax liquor to make a revenue you increase the price so that bootlegging without paying the tax will be profitable.

"Thus the evils of the racketeer system will not disappear but grow. If you do not tax booze, free and easy distribution of a habit-forming drug will corrupt the people."

TURNING to the report of the subcommittee recommending passage of the Bingham bill, we find what the Baltimore *Evening Sun* calls "six powerful arguments" in its favor—

"1. It would promote temperance, strengthen the law, decrease crime, and generally contribute to the public welfare.

"2. Beer containing 4 per cent. of alcohol by volume could not be considered an intoxicating beverage.

"3. Manufacture of beer would give employment to a minimum of 500,000 men and 'probably more than 1,000,000 persons' within a comparatively short time.

"4. One hundred thousand farmers would be employed profitably in growing barley, of which between 60,000,000 and 120,000,000 bushels would be consumed each year.

"5. The tax yield on a basis of 2 cents per pint bottle would be not less than $347,000,000 and probably not more than $800,000,000.

"6. Hotels and similar businesses would benefit by recapturing patronage now diverted to speak-easies."

IN the report itself we find these strong statements:

"The wholesale crime and drunkenness which have grown out of the Eighteenth Amendment and the Volstead Law have wrought terrible havoc in the dignity of law and the respect for its existence. A real moral crisis exists, and the subcommittee believes the wisdom of Congress may best be evidenced in the situation by meeting it with this bill.

"It will promote temperance, strengthen the law, decrease crime, and generally contribute to the public welfare."

Expensive Revenue

—Carmack in "The Christian Science Monitor."

"While it is realized the drys are strong enough to defeat the beer bill at this session," writes the correspondent of Universal Service, "the temperance advocates, following the tactics of their House colleagues on the Beck-Linthicum home-rule amendment, want Senators to take an unequivocal stand so that the voters will know their record during the coming campaign."

In an editorial that typifies the views of dozens of papers, the New York *World-Telegram* remarks that the economic reasons advanced for the beer bill "probably will arouse widest interest"—

"That Prohibition has increased consumption of hard liquor, spawned the bootleg industry, multiplied racketeering, corrupted the courts, increased lawlessness and disrespect for the law, and lowered the morals of the nation are facts fairly well established.

"But the serious economic consequences of Prohibition have not been recognized until now. In times of depression it is the dollar and cents argument that goes home."

POINTING out that "a beer tax—of two cents per pint—would wipe out the necessity of either a sales tax or of wartime income and estate taxes," *The World-Telegram* drives home the anti-Prohibitionist argument that—

"Now the Government pays millions to enforce an unenforceable law and is denied the opportunity of taxing the beer which flows so freely.

"The gain of the bootlegger is the loss of the citizen, who will pay off the Federal deficit through sales taxes or income taxes.

"Prohibition is to blame."

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Are People Starving in America?

"YES," DECLARES THE GOVERNOR of the second richest State.

"Not in my State," answer thirty-nine other Governors.

Pennsylvania is the one that paints a black picture.

"We know that starvation is wide-spread," avers Governor Pinchot, "but no one has enumerated the starving.

"At least 1,000,000 people are unemployed in Pennsylvania. Philadelphia gives $4.38 per family per week for relief. That's practically starvation. Relief given in many other places is far less.

"Underfed children have increased 30 per cent. in Pennsylvania schools in one year. Suffering in the coal regions, east and west, is especially severe."

And then the Governor takes a shot at the Federal Government, as he is quoted by the Boston *Evening Transcript:*

"I regard the refusal of standpat Democrats and Republicans to give relief to suffering people, after giving $2,000,000,000 in a dole to big business, as the most scandalous and indefensible preferring of money to human beings in my experience."

But if Governor Pinchot reports starvation in his State, he stands alone among the Governors. None of the other State Executives queried by Senator Bingham, Republican, Connecticut, admits that conditions are as bad as that. In all, forty replied.

"I do not know where you get the idea that anybody is starving in this State," is the sharp retort of Maryland's Governor Ritchie. "No such condition exists here."

"On the basis of the replies received," notes the Associated Press, "Senator Bingham estimated the total number of jobless in the nation at 6,000,000," instead of the 10,000,000 figure cited by some of his colleagues. He made the canvass to obtain data for use in his fight against the $132,000,000 emergency highway-construction bill passed by the Democratic House.

Several editors are quick to attack Governor Pinchot.

"We should not delude ourselves into the belief that starvation stalks the land; it does not," asserts the Louisville *Herald-Post*, striking a common note.

"THERE is no reason to believe that suffering and destitution are any more wide-spread in Pennsylvania than in other parts of the country," says the Washington *Post*. "Pennsylvania is pictured as the one pauper State in the Union, because it is the policy of Governor Pinchot to plead 'starvation' in the hope of winning popular approval as a champion of the people in contrast with the brutal and heartless Hoover." Continuing:

"It is significant that the replies read to the Senate by Mr. Bingham were received from both Democratic and Republican Governors. The Democratic executives are not anxious to make political capital out of the distress of their States. Even those States that are anxious to receive a handout for road building do not stoop to misrepresent conditions. Replies from forty States indicate that the number of unemployed throughout the country is 6,000,000, rather than 10,000,000, as some of the calamity howlers contend."

Then, taking a broader view of the situation, *The Post* continues:

"This poll gives assurance that each section of the country is taking care of its own unemployed; that the distress existing in many sections has been exaggerated, and that there is no excuse for Federal charity.

"This is encouraging news. The people are facing these hard times courageously, with a determination to pull together, to help the destitute, and to adjust themselves to the changing economic conditions.

"This attitude stands out in sharp contrast to the plaintive wails that issue from the executive mansion at Harrisburg."

But the Omaha *World-Herald* seems to think there is a good reason for those "wails." It is a disgrace to the United States, this paper declares, that "everywhere there is penury, if not actual starvation, in the midst of more than plenty for all"——

"The dole that Great Britain has paid to its unemployed labor is only a fraction of the dole that the consumers of the United States have paid to the tariff-protected manufacturers of Pennsylvania.

"The result? A multitude of tariff-made millionaires for one thing. And underpaid and hard-driven labor for another thing, with scores of thousands, even in normal times, always on the verge of destitution, and forced below a decent standard of living.

"It is not alone Pennsylvania that stands disgraced. It is the whole of the United States, where everywhere there is penury in the midst of more than plenty for all; where laws of privilege and special favor have made droves of millionaires and multimillionaires at one end of the social scale, and millions of the unemployed and destitute at the other end."

THE replies of the Governors do not impress Heywood Broun, columnist of the New York *World-Telegram*. "After all," he says, "precise statistics on starvation are not available. 'I do not know for certain' would have been a fair answer in almost every case." Then:

"But at best I think that the inquiry was couched in terms a little tricky. It is probably true that the millions are not as yet actually falling in the streets from lack of food. However, I believe that even that is happening to some individuals in the more populous centers. Bellevue Hospital has known and reported cases of simon-pure starvation.

"Anyhow, I will not agree that the richest country in the world has done enough when it manages to keep most, or even all, of the unemployed just above the line of subsistence.

"Many who want to look upon the bright side of things, since that is the more comfortable way, are going to read their own interpretation into the reports from the various Governors. They are going to say that conditions have been much exaggerated simply because the word comes back, 'No people starving.' And that is far from a blanket boast with which to cover man's necessities.

"'Starvation' itself is a word needing some closer definition. Indeed, the problem of malnutrition may prove to be even more important than that of starvation, in the long run. It is not only possible but probable that we are rearing up countless children who will go through all their lives handicapped by the early lack of any decently balanced diet. We should not be satisfied with the fact that through various furtive doles body and soul are kept, if not together, at least on speaking terms.

"If a slightly greater content of human sympathy had entered into Senator Bingham's symposium, he would not have used the word 'starvation,' but would have inquired, instead, 'How many in your State are in want, in misery, and suffering the physical and mental agonies of those who can see ahead no more than twenty-four hours?' It would be an audacious Governor indeed who would meet that question with a ruggedly individualistic 'None.'"

"So far as it goes," says the Springfield *Republican*, in similar vein, "the report is reassuring, altho some people have a way of 'starving' without letting Governors know about it.

"But Senator Bingham's inquiry was not to the point, as he must have known. People by thousands are suffering from malnutrition without being brought to the starvation line. When one is starved enough, he dies; but the absence of cases of death from hunger is no proof that everybody is being adequately fed." And *The Republican* concludes:

"It is beyond all doubt that this depression will make permanent inroads on the health and strength of the rising generation among the classes being pushed by ruthless economic pressures upon charitable and public relief agencies.

"It may gratify Senator Bingham that no Governor would say any one has actually starved to death, but that is very far from disposing of the problem."

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TOPICS IN BRIEF

THESE seem to be the days of the minor profits.—*Thomaston (Ga.) Times.*

THE yellow peril now shows considerable black and blue.—*Brunswick Pilot.*

GENE TUNNEY climbed the social ladder round by round.—*Syracuse Post-Standard.*

THE Presidential candidate reverses the order of things. He goes boom and falls down.—*Dallas News.*

'TWOULD be nicer if Prosperity, instead of being just around the corner, was just around.—*Weston (Ore.) Leader.*

So far as Japan is concerned, that Nine-Power treaty seems to have had the power turned off.—*Norfolk Ledger-Dispatch.*

AND after a lady has been thoroughly marcelled elsewhere she can go to Reno to permanently waive her husband.—*Dallas News.*

IT is not really a tax bill. It's a vacuum cleaner.—*New York Sun.*

THE more liquid the assets, the more solid the bank.—*Christian Science Monitor.*

THE government is cutting appropriations to the Interior Department. And so are we.—*Thomaston Times.*

IF we sit back and let the other fellow do it, it won't be long before he is doing us.—*Norfolk Virginian-Pilot.*

GEORGE H. DERN, Governor of Utah, has cut his own salary. That's a dern good idea; let George do it.—*Philadelphia Inquirer.*

LAME ducks will soon be a thing of the past. Henceforth, after election a defeated Congressman will simply be a gone gosling.—*Detroit News.*

FEW literary men worry about clothes, declares a writer. Altho many an author has learned the value of an attractive jacket.—*The Humorist (London).*

STEAMSHIP lines are now offering sea trips on the instalment plan, a good way to keep them fresh in memory.—*St. Joseph News-Press.*

IF we may judge from the DIGEST poll, the end of Prohibition is in plain sight. All the Union has to do is secede from Kansas.—*The New Yorker.*

A TAXPAYER is a man who thinks government ought to cost less, and a citizen is a man who feels that it ought to be worth more.—*San Diego Union.*

JAPAN is willing to go half-way toward meeting disarmament proposals. She is perfectly willing that the Chinese should disarm.—*Springfield Union.*

A COLLEGE professor says the price of civilization is insanity. If he thinks the present brand of it is worth going insane over, he's crazy.—*Thomaston Times.*

IF we could pick a job, we'd take that of the piper. According to all the bigwigs who comment on the situation, everybody has got to pay him eventually.—*Boston Herald.*

MAYOR JIMMY WALKER has agreed to perform the marriage ceremony at a friend's wedding. Yet it is only a short while since he was trying to get a man out of prison.—*Detroit News.*

CERTAIN natives of Central Africa, we are told, use garden produce as cash. When a bill-collector calls, the householder takes him round to the back garden and forks out.—*The Humorist.*

WHY not call a beer-racketeer a malti-millionaire?—*Syracuse Post-Standard.*

HASTEN the day when the "short interests" will be short for keeps.—*Weston Leader.*

FORD has placed an eight-cylinder car on the market. Lizzie, meet Octavia.—*Thomaston Times.*

THAT was a good run Hindenburg made, but then, he learned how to run in the World War.—*Norfolk Ledger-Dispatch.*

AND the idea now seems to be for the unemployed to pull themselves out of the hole by giving each other jobs.—*Judge.*

THE Filipinos are trying to secure independence before we ask them for their half-billion treasury surplus.—*Washington Post.*

NOTWITHSTANDING THE DIGEST'S straw vote, we are inclined to regard Prohibition as less of a failure than is American citizenship.—*Weston Leader.*

Have They Forgotten It Is Leap Year?

—Thomas in the Detroit "News."

ONE trouble with the State control of liquor is the danger of State control by liquor.—*Brunswick Pilot.*

WHAT we wish the neighbor's boy would learn is that kind hearts are more than cornets.—*Dallas News.*

A CRITIC says that he almost fell asleep during the showing of a new film. We wish him slightly better luck next time.—*The Humorist.*

ANOTHER way to retrench would be to quit paying salaries to the unemployed who occupy posts in public office.—*Arkansas Gazette.*

WE expect, of course, to buy our share of baby bonds, but we do hope we shall not have to get up in the night and walk the floor with them.—*Schenectady Union-Star.*

CONTORTIONISTS are said by a circus manager to be the happiest performers. They ought to be, when they have no trouble in making ends meet.—*Weston Leader.*

THE obvious solution is to balance the Federal budget with new taxes that nobody but the other fellow has to pay.—*Weston Leader.*

A MODEST tax on every plan proposed for the ending of the depression ought to bring prosperity back with a bang.—*Portland Oregonian.*

"THE cuckoo leaves the sunny forests of Africa for our shores once a year," says a naturalist. No wonder it's called a cuckoo.—*Punch (London).*

THE red stripes in a barber's pole, we are told, originally meant that he performed the operation known as bleeding. We see no reason why our barber should have taken his down.—*The Humorist.*

WASHINGTON STATE UNIVERSITY has a course in clog dancing, archery and canoeing. Finally higher education has hit upon a plan whereby a graduate may earn a living.—*Greensboro (Ga.) Herald-Journal.*

CONTRIBUTING factors to the problem of juvenile discipline and control: the razor-strop went out with safety-razors, the hair-brush with bobbed hair and the woodshed with natural gas.—*Arkansas Gazette.*

A WOMAN'S college is making much of the fact that recently compiled statistics show that men get mad an average of six times a week, and women only three. Yes, but who makes the men mad?—*Atlanta Constitution.*

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De Valera's Challenge to the British Empire

STANDING BY ITS ELECTION PLEDGES, the De Valera Government serves notice on Great Britain of its intent to remove the much-discust "oath of allegiance" to the King from the Irish Free State Constitution.

"To abolish the oath," declares the Tory *Morning Post's* Political Correspondent, "would remove the Free State from the British Commonwealth of Nations, and make its people no longer citizens of the Empire."

But in the official announcement presented to J. H. Thomas, British Secretary for Dominions, "the Free State Government holds that the oath is not mandatory in the treaty, and that it has an absolute right to modify the Constitution as the people desire."

Wide World photograph

De Valera's First Reversal of Cosgrave Policy

The demonstration outside Arbor Hill Prison in Dublin when President De Valera freed Republican soldiers jailed under the Cosgrave Government as political offenders.

Furthermore, we read, it is the Free State Government's view that "the Constitution being the people's Constitution, anything affecting it belongs to the internal sovereignty, and is purely a domestic matter."

The tremendous sensation caused by the actual announcement of a policy that had been widely proclaimed all during De Valera's campaign is attributed by some London correspondents to the fact that in making known its reception, Britain's Secretary for Dominions "created an atmosphere of mystery and drama" about what might have been received by the British Government in calmer mood "as a mere formality."

ADDED to the "grave and serious air" surrounding this sudden new contact between the Free State and Britain, was a simultaneous statement made in Dublin by Mr. De Valera who told the Senate that the Free State did not propose to continue paying land annuities to England, the next payments of which are due late in June. The land annuities "are a repayment to Great Britain of money advanced to buy out the former Irish landowners," we are told.

Official word of the De Valera Government's decision was given to Secretary Thomas by J. W. Dulanty, Irish Free State High Commissioner in London, who, according to United Press dispatches from that city, explained:

"The new Government does not desire unfriendly relations with Great Britain.

"But the British Government must realize that the real peace of Ireland is impossible while full and free representation of the people in their Parliament is rendered impossible by a test of this character."

TEMPERED but determined in the main are editorials from the English press cabled to THE LITERARY DIGEST. Says the Liberal London *News-Chronicle:*

"The blunt announcement of De Valera that he proposes to remove the oath and retain the land annuities is a very Irish way of carrying out the Free State's desire to remain on good terms with all nations.

"In the eyes of Englishmen the oath of allegiance to the King was a part of the settlement to which both countries were party. Abolition of it could not be considered a friendly act.

"To throw the obligation of land annuities back onto the British taxpayer is a repudiation of contract, and would be no different than the act of default. It would be followed by the consequences to trade and credit such acts invariably entail."

A world-famous Liberal organ, the Manchester *Guardian*, seems to doubt whether President De Valera fully realizes the possible consequences of his curt notification to Great Britain. This daily tells us:

"De Valera remains an avowed separatist. It is true that the requirement of the oath of allegiance from elected representatives of the people is hardly appropriate to modern conditions, and if the Government of any State finds that the oath keeps any of its citizens from seeking representation in the Legislature, there is a strong case for its abolition.

"So far De Valera is on firm ground. But when he proceeds to deny that Britain ought to be consulted in the matter of the oath for the Free State Legislature, he ignores a history which can not yet safely be classed as ancient. It would be well before the atmosphere becomes heated that De Valera be made to realize the full implications of his separatist policy."

THE ultra-conservative London *Morning Post* is partly represented in a cabled comment of its Political Correspondent reported above. What *The Morning Post* has to say editorially indicates that it regards Mr. De Valera's procedure with ridicule, as it observes caustically:

"We refuse to indorse the indictment of Irish good faith and common sense as illustrated by De Valera's announcements.

"The Irish people, whose main support is agriculture, can hardly be ready to forfeit their only market.

"The satisfaction of De Valera's fanatical ambitions would be poor recompense for an isolation almost as penitential as that of Tristan da Cunha."

Turning to the Irish newspaper editorials cabled to THE LITERARY DIGEST, we find the Irish President De Valera's *Irish Press* asserting:

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"The Irish people through ten bitter years have learned that the oath of allegiance is a constant danger to internal peace, to the stability of the Government, and to economic prosperity.

"The resolve to remove the oath is the fruit of experience and something deeper still: it springs from that consciousness of nationhood which British statesmen and British soldiers for seven hundred and fifty years have striven in vain to destroy.

"The will of the Irish people to be free is one of the great permanent forces of history, which may be thwarted for a time, but can never be suppress. The Irish people seek nothing more than their rights. They owe no allegiance to the British Crown, and will yield none.

"The solution of the 'Irish problem,' which for so long has baffled British statesmen, really is very simple. It calls for nothing else but the courage to be just."

In sharp contrast is the view of *The Irish Times* (Dublin), which pointedly favors Great Britain:

"De Valera protests his friendliness to Great Britain, but proposes violations of the Anglo-Irish settlement. He challenges a direct quarrel with her.

"The treaty was a solemn compact between the two nations, and the Free State's repudiation of it must have momentous reactions in the whole Empire; already the Indian Nationalists are making perilous capital out of De Valera's policy.

"The Dail must be summoned at once to take charge of the national emergency. . . . The new Dail contains a majority for the treaty which enforces the oath, and in the Senate there is an overwhelming majority for the treaty.

"When the demand for repudiation is put plainly—as it must be put—before those Houses, we shall await the result with confidence. Not only the country's economic welfare, but her democratic liberties are at stake."

But *The Irish Independent* (Dublin) thinks that there is a question whether the oath is mandatory under the treaty, and it observes that "this is a matter of interpretation." It concedes that De Valera's Labor support will enable him to carry the necessary legislation, and adds: "We hope he succeeds in maintaining friendly relations between the two countries."

In sharp contrast the pro-British *Belfast Telegraph* claims that "a large part of Ireland has made an important advance toward anarchy, and through anarchy to Bolshevism." And it warns De Valera that if "injury is done to persons or the property of citizens of Britain in Northern Ireland, there will be heavy claims against the Government responsible."

In *The London New Statesman and Nation*, a contributor who signs himself "M. A. C. T." points out that former President Cosgrave had as one of his aims, which he openly proclaimed, the ultimate complete independence of Ireland. Mr. De Valera promised a shorter way and, now that he is in office, it is predicted "not the least of his troubles will be the considerable party that promises a shorter way still." De Valera holds power only with the support of the Labor party, and this apparently well-informed commentator then remarks on the fact that:

"The Labor party in the Dail, tho but seven in number, will most likely be in a position to make or unmake Mr. De Valera's Government; and on the Labor party it will depend how far Mr. De Valera can fulfil his election promises. . . .

"No one can believe it [the oath] is, in the circumstances, any guaranty to the King or to England. A 10 per cent. preferential duty is worth a dozen of it. The question of the oath will probably be referred by England to the Dominions when the preferential tariff is being discust; and some less embarrassing statement of the identical economic interests of Ireland and the British Empire can be devised.

"In the matter of retaining the land annuities, Labor has declared that it will support a proposal for referring the question to an independent tribunal. Here, too, a compromise will likely be made. The amounts paid yearly to England in this connection are a repayment to her of money advanced to buy out the former Irish landowners. The English claim seems to the layman well founded; but treaties are constructed, sometimes designedly, with many loopholes—Ireland's war contribution has already slipt through one of them—and the English people have their American debt to think of, and will be chary of creating awkward precedents."

Skepticism on Shanghai Truce

A WITHDRAWAL OF JAPANESE FORCES from Shanghai is the first preliminary to durable peace there.

That seems to be the stumbling-block to talk of any truce between China and Japan.

Doubt increases at the discovery that the first formal parley to arrange a definite armistice in the Shanghai area fell through when Gen. Chiang Kuang-nai, the chief Chinese military delegate, walked out just as the meeting was about to begin.

General Chiang objected to Lieutenant-General Uyeda as the chief Japanese delegate, say Shanghai Associated Press dispatches, alleging that General Uyeda is not his equal in rank.

That point of diplomatic etiquette might be adjusted, it is said, but there still remains general skepticism in the Shanghai press as to the prospects of durable peace. Cabled editorials to THE LITERARY DIGEST from Shanghai reveal the American-owned *Evening Post* uttering this caution:

"It is unwise to permit the feeling of a desperate need for peace to becloud the vision and to conjure a picture which would prove to be only a mirage. Too frequently the talk of progress toward peace has been merely a preliminary move to gain time for preparation for further war."

Then the British-owned *North China Daily News* (Shanghai) has not the slightest hesitancy in setting it down as an initial principle of peace that:

"There should first be a withdrawal of Japanese forces. It is satisfactory to note that the influences now at work in Tokyo are facilitating the establishment of this preliminary, otherwise the present stalemate might degenerate into a position fraught with incalculable danger."

Firm but courteous in tone is the suggestion of the Chinese-owned *China Press* that:

"No better wisdom could be displayed by the Japanese Government than to make a decision for immediate and unconditional withdrawal of Japanese forces from Chinese territory. The much-heralded round-table conference should be postponed. It can only cause bitterness."

But more ominous than anything else is a Shanghai Associated Press dispatch, reporting that Japanese Army officials announced, on March 23, that they were preparing "to take strong measures to block a reported reentry into the twelve-and-one-half-mile zone by Chinese troops."

China's "proverbial trickiness" is the chief obstacle to a withdrawal of Japan's troops preceding a truce, Japanese editors aver. The case for Japan is stated at length in a cabled editorial from a famous independent business daily, *Chugai Shogyo Shimpo* of Tokyo:

"The truce and the round-table conference will be of no avail practically unless there is a thorough understanding between the contending parties. Hence the situation still requires precaution, and does not admit optimism, because of Chinese insincerity.

"China's proverbial trickiness caused many Japanese to oppose early withdrawal of troops until the situation settles. . . . It will be unnecessary to withdraw more troops until Japan has attained her desired aims.

"Since Manchuria in some ways caused the Shanghai incident, settlement of the latter may be advantageously and properly subjected to a solution of the former.

"There is no reason to settle Shanghai first, especially when Manchuria requires relentless effort on the part of Japan, because China's attitude with regard to Manchurian independence is still problematical.

"We must not forget that the solution of Shanghai will considerably affect the settlement of Manchuria. Hence it is imperative that Japan be prudent in dealing with the Shanghai problem.

"The fundamental question is anti-Japanism. When this is settled, Chino-Japanese relations can become normal."

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Japan's Rising Tide of Fascism

THE POSSIBILITY OF A FASCIST COUP in Japan is not mentioned by the Japanese-language press except most guardedly.

Yet some American press correspondents at Tokyo give us startling pictures of Japan on the verge of Fascist domination, "but without a Mussolini or a Hitler, and unlike any existing elsewhere."

The question is, they tell us, whether constitutional government and Parliament are to survive, or are to give way to military government and Fascism.

Strenuous efforts have been made and will continue to be made by the more moderate elements to prevent any sweeping change, but the fear is exprest that "it seems doubtful whether these efforts will succeed, for any length of time, in holding back the rising tide of Fascism."

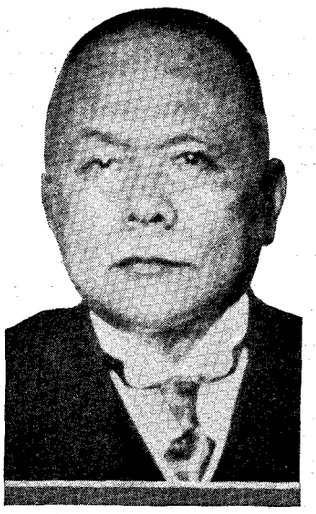
So far as can be gaged, say some informants, political circles plan a final united effort to save constitutional government in Japan by forming a strong "National Cabinet," but whether such a government, if formed, could hold power is doubted. In any event, there are reports that the Premier in such a supergovernment may be Gen. Kazushige Ugaki, Governor-General of Korea, and a former Minister of War.

Among editorials cabled from the Japanese-language press to THE LITERARY DIGEST, we find the Tokyo *Jiji Shimpo* declaring boldly:

"If the people are losing their faith in parliamentary government, the blame attaches to the legislators themselves.

"Distrust of parliamentarianism is not confined to Japan alone. Extreme forms of government are finding favor in the Occident.

"The people are dissatisfied with the manner in which politics is conducted, and will embrace extremist doctrines if Parliament fails to cope with our national problems."



Acme photograph

Is He the Man?

General Kazushige Ugaki, Governor-General of Korea and a former Minister of War, is prominently named as a Premier possibility in the midst of Japan's national crisis.

BUT the Tokyo *Nichi Nichi* says flatly that "direct action, whether Communistic or reactionary, must be ruthlessly suppressed." Among other Japanese editorials cabled to THE LITERARY DIGEST is that of the powerful Conservative Osaka *Mainichi*, which by its very restraint gives a plain hint of the profound crisis affecting Japan:

"It is impossible to settle any important national question without having it duly considered by the institution representing the will of the people, namely, the Diet.

"It is the task of Parliament to examine critically the course of our national conduct during the past eventful months and indicate the path the country ought to follow in the immediate future. The importance of such procedure hardly requires mentioning either directly or indirectly. The Diet decides the policies of the country and the destiny of the Empire.

"The serious question which the people ask in their hearts is whether the Diet is equal to the task assigned to it. We are under no illusion regarding the moral standards of our Parliament.

"There has been no session in recent years during the course of which blows were not exchanged between members of Parliament. Consideration of national affairs on every occasion has been relegated to the background, and ugly party squabbles have been brought to the forefront.

"Normally, such disorderly procedure is tolerated, but times have changed, and the country faces a real crisis.

"The Diet must live up to its tasks or its prestige will be shattered. We are told of ominous trends of thought in the country, looking to replacement of reason by power.

"The abuse of the Diet by its own members causes such a deplorable situation. Never has the Diet needed its prestige and authority more than it does at present.

"We wonder if the members realize this. It may be disastrous if they do not."

THE Fascist movement in Japan is described in a Tokyo wireless dispatch to the New York *Sun* as being "patriotic and ultra-patriotic, yet extremely Socialistic and especially anticapitalistic."

It will be under the control of the dominant Army faction, altho, we are told, the Army at present is not instigating the movement. We read then:

"In order to grasp the remarkable kaleidoscopic changes here it is essential to understand the peculiar psychology dominating the country.

"The Japanese sincerely believe that they are 100 per cent. right in relation to China and that they are fighting the cause of justice and righteousness in the Far East.

"The masses are disgusted, and have been for years, with all the political parties, regarding the politicians as corrupt and self-interested, and allied with the capitalistic interests.

"Hundreds of reactionary societies exist with large and even influential memberships. These have been previously unsympathetic with the militarists, but at the present moment patriotic fervor is causing the Army to be regarded as unselfish protectors of the imperial régime."

Fascism in Japan has developed side by side with the ascendency of the military party, it is observed in a Tokyo cable to the New York *Herald Tribune*. It is in fact a product of military influence, and in this dispatch Wilfred Fleisher goes on to say:

"A Japanese in close touch with the Fascist movement told this correspondent, not long ago, that the military authorities have much sympathy with the reactionary Fascist elements, and that the Fascists in turn admire the military officials, and feel that the military leaders solely are capable of taking the helm of the nation.

"Eight large so-called Fascist groups exist in Japan, their memberships probably being several hundred thousands in all. The larger groups number nearly 80,000 each.

"Japanese Fascism is a product of its own, combining, as it does, Socialistic and military tendencies. While the groups vary as regards details of their programs, fundamentally there is little difference in their main policies."

THE main points in the platform of the Nippon Kokumin Shakaito, or Japan's State Socialist party, are listed by Mr. Fleisher to give a good idea of the general principles of Japanese Fascism. These points are:

"The Emperor is the supreme head of the State, and in his hands all power rests;

"The judicial and administrative systems are to be freed of party politics;

"The House of Peers is to be abolished;

"The peerage is to be abolished;

"Private property will be limited by the State, and the excess will be confiscated;

"National expenditure is to be reduced to a minimum;

"Public utilities are to be taken over by the State, including the railways, shipping, and production of electricity, gas, coal, and oil;

"All workers are to receive a living wage;

"Japan is to withdraw from the League of Nations;

"Japan is to revert to an 'Orient' policy in foreign affairs, and with this is to go establishment of a strong Far Eastern League;

"National schools are to be created and financed by the public;

"Commercialized vice is to be abolished;

"State protection is to be afforded to infants and to the sick and disabled."

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Escape Devices on Our Submarines

THE RECENT BRITISH SUBMARINE DISASTER has made some people ask if our own submarine crews are protected against a like fate.

All submarines in the U. S. Navy are now equipped with the escape device, known as the "lung," which enables men to come up without the aid of any one on the surface.

Two "lungs" are provided for each man aboard, plus 10 per cent. for spares, distributed equally between the forward and after escape compartments. This insures a sufficient number for the crew irrespective of the number of men who may take refuge in either one or both compartments.

We read in a mail report of Science Service, Washington:

"The newer submarines of the 'V' class have provision for escape in the form of access trunks or air 'locks' built into the hull. In emerging from the submarine with the 'lung,' these trunks are used as a means for getting out of the vessel. The trunks are provided with two doors, one of which communicates with the compartment and the other with the sea.

"Men ready to go to the surface enter this trunk, fastening the compartment door securely behind them. They then flood the trunk with water until the pressure within the trunk equals that outside. This procedure compresses the air in the trunk to the top. The men keep their heads in the air 'bubble' while they adjust the 'lung.'

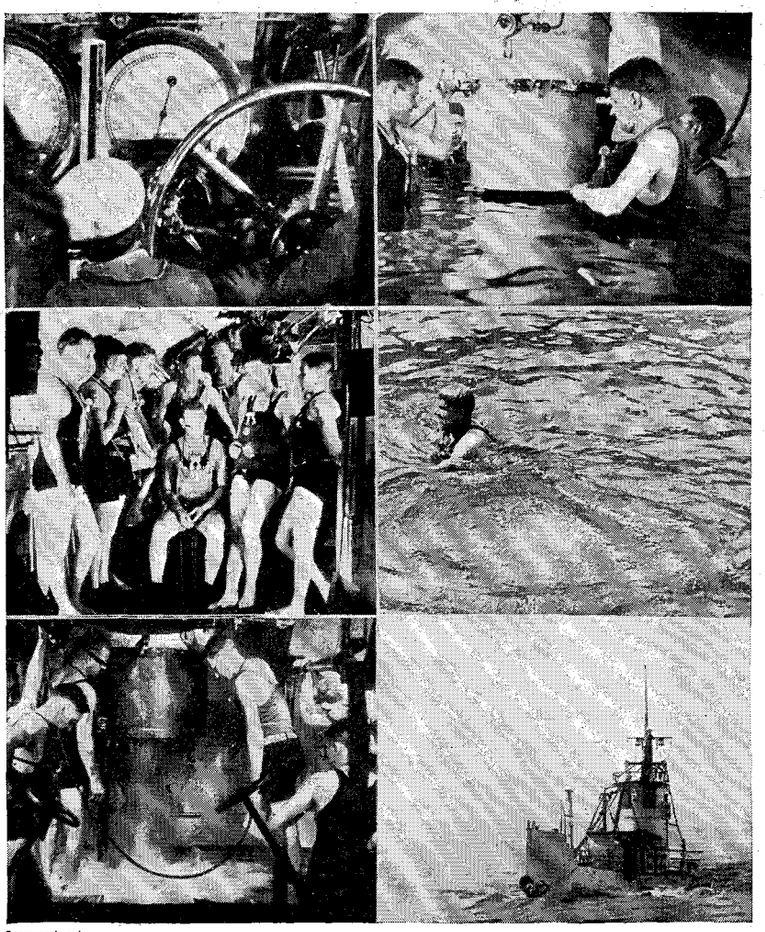
"After the pressure within the trunk is equal to that outside, the water-level inside comes above the top of the door opening into the sea. The flooding then automatically stops. The clamps which hold the outer door are next released, or in naval terminology the exit door is 'undogged,' and the door is opened. The men then don their 'lungs,' inflate them with oxygen, duck through the door, and ascend the buoy line to the surface. The buoy line serves to direct their ascent and at the same time to slow it so that bends or other harmful effects of a too-rapid decrease in pressure will be prevented.

"The trunks will accommodate about five men at one time. When emptied of one group of men the exit door may be closed by means of special operating gear in the compartment beneath and the trunk drained into the compartment below, or the water blown out of it as required."

THE submarines constructed prior to the "V" class, not being large enough to carry the weight of the access trunks, use in place of them horizontal hatches over the two main escape compartments. The hatch is provided with an apron or skirt extending for about three feet down into the compartment. The pressure within the compartment is made equal to that outside by flooding the compartment. As water fills the compartment, the air is comprest against its ceiling, and when the water reaches the level of the bottom of the skirt it serves as a seal to keep the air from escaping, even tho the hatch is opened. The men stand with their heads in the air space or bubble. We read further:

"As soon as the pressure within is equal to the pressure outside the compartment, the hatch automatically opens. The men may then make ready with the 'lung,' duck down under the skirt below the hatch, climb up the latter and ascend the buoy line, which has been previously released.

"In addition to the various escape devices, submarines in the U. S. Navy have been equipped with special fittings by means of which fresh air and liquid food can be pumped down to the compartments occupied by trapt crews."



International

The Submarine Escape "Lungs"

Adopted by the U. S. Navy. The above demonstration of the submarine escape "lungs," invented by Lieut. Charles Momsen, we are told, was conducted from the submarine "S-22." At the top left, seamen are shown reading depth indicator prior to attempting the daring escape from the submerged craft. Middle left, are members of the crew in bathing-suits, equipped with the "lungs" and ready to make the escape. Bottom left shows the water being admitted to the craft. Upper right shows the men standing in water that reaches above their waists, just before they left the craft; middle right, one of the seamen smilingly back at the water's surface, his "escape" having been successfully completed; lower right, the submarine rising to the surface following the completion of the tests.

Bees Taste With Their Knees

BEES CAN TASTE SUGAR either with the antennas which project from their heads or with the foremost pair of their six legs. This seems to be established by the experiments of Prof. Dwight E. Minnich of the University of Minnesota, reported by the Wistar Institute Bibliographic Service of Philadelphia. Says Dr. E. E. Free in his *Week's Science* (New York):

"Presumably this ability is useful to the insects in determining whether or not there is sugary nectar in flowers which they visit on their daily search for food.

"Bees respond to the taste of this nectar, Professor Minnich first determined, by uncoiling the tubelike nose or proboscis with which they drink such fluids.

"The touch of sugar solution to the antennas caused virtually every insect to uncoil its tube nose so that the supposed nectar could be drunk. The same was found to be true when the drop of sugary solution was touched to the front pair of legs, but not when it was touched to the hindmost pair. The sense of taste for sugar evidently exists in the true testing organ, or antenna, and also in the front pair of legs."

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Trying to Trick a Beaver

THE OLD BEAVER WAS PUZZLED.

It was no wonder, for Dr. Vernon Bailey, of the U. S. Biological Survey, had just played a trick on him.

The trick was intended to test beaver brains.

The animal knows how to meet his ordinary problems—what would he do when faced with a new one? The outcome was described in a radio talk over the Columbia Broadcasting Company's network by Dr. Vernon Bailey of the U. S. Biological Survey. The talk was given under the auspices of Science Service, which quotes him in a mail report as follows:

"I cut a notch in the top of a well-kept beaver dam that held the water in a clear deep pond surrounding a large beaver house. This was before sundown in the afternoon of a bright autumn day. The beavers had been cutting and storing wood for their winter's supply of food to be eaten under the ice, and they knew as well as I the importance of keeping the pond full of water.

"Soon the old beaver came up into the break, sat in the rushing water, eyed the broken banks on both sides. He was evidently puzzled for any logical cause of the trouble, but his thoughts were of a practical nature. Returning to the pond he disappeared just above the dam and soon came up with both arms full of mud and trash from the bottom, pushed it up on the dam and into the broken notch, sat for a minute and watched while the rushing water carried it all away, then started up the pond to a steep bank and cut off a stout bush. This he brought to the dam and with both hands and his teeth pushed the butt end into the mud at one side of the break.

"Then he swam out in the pond, dived to the bottom, brought up a stick about two feet long, swam with it in his big teeth back to the dam, and pushed one end down into the other side of the break. Then without stopping longer than to see that it held firmly he swam to another spot in the pond and brought up a long limby stick and laid it crossways against the two stakes, clear across the rushing stream. It stayed where placed, but only made the angry waters roar the louder. The beaver then brought up another big armful of trash from the bottom and pushed up against this cross-stick, and as rapidly as possible brought load after load of mud and trash until the water stopt roaring, then stopt running over the dam, and the job was done."

Secret Operations on a President

THE FULL STORY of the two carefully concealed operations for cancer performed on President Grover Cleveland in 1893, shortly after his second inauguration, is told by Dr. James A. Tobey in his book, "Cancer: What Every One Should Know About It" (New York, 1932).

Altho the President finished his life with an artificial upper jaw, the operations were known to few except those who had been present at them, and a newspaper story alleging that the President was suffering from a malignant disease was denied. Says Dr. Tobey:

"About three months after his second inauguration as President, Grover Cleveland sent for an Army surgeon, Dr. R. M. O'Reilly, to look at an ulcerated patch on his mouth. Dr. O'Reilly immediately suspected a malignant condition."

A pathologist, with no idea whose tissue he had examined, reported that it was cancer. Dr. Joseph D. Bryant, the President's physician, was called in and advised the immediate removal of the growth. Then:

"The President, who was a sensible man, consented, but only on condition that the operation be kept a secret. This course was considered necessary because of the precarious financial situation in the country and the impending special session of Congress to repeal the free-silver clause of the Sherman act.

"On June 30 Dr. O'Reilly, Dr. E. G. Janeway, Dr. W. W. Keen, and Dr. John F. Erdmann, Dr. Bryant's assistant, together with Dr. Ferdinand Hasbrouck, a dentist, boarded the yacht *Oneida* of Commodore E. C. Benedict in New York Harbor. The next day they were joined by the President, Colonel Lamont, his Secretary of War, and Dr. Bryant. At half speed the yacht steamed up the East River and into Long Island Sound.

"In the main cabin a dramatic event was taking place. A great President of the United States, whose life was precious to his country, was being operated upon for cancer. Dr. Keen, an eminent surgeon from Philadelphia, had examined Mr. Cleveland and confirmed the diagnosis. After Dr. Hasbrouck had extracted two of the upper teeth, Dr. O'Reilly administered the anesthetic, and Dr. Bryant, assisted by Dr. Keen and Dr. Erdmann, operated upon the jaw, removing the entire upper section of it. The operation was done wholly within the mouth, with the help of a cheek retractor which Dr. Keen had brought back from Paris in 1866. By this means all external scars were avoided.

"The yacht arrived at Buzzard's Bay on July 5, and Mr. Cleveland walked ashore unassisted. At this time he was fifty-six years of age and rather corpulent. On July 17 Dr. Bryant performed a second operation to remove some of the tissue that had eluded him in the first operation. Shortly thereafter Dr. K. C. Gibson, a New York dentist, fitted the President with an artificial jaw made of vulcanized rubber. There was no impairment of the President's power of speech."

Power From Light

FOUR MILLION HORSE-POWER IN SOLAR ENERGY falls on every square mile of the earth in the temperate and torrid zones.

Shall we not one day utilize at least a part of it?

True, we are getting power from light already by the "electric eye," or photoelectric cell—usefully but very feebly.

It would take many millions of such cells to light a single incandescent light. But what of that? asks the writer of an editorial in the New York *Times*.

All of our electric power is the outcome of the tiny spark obtained by rubbing a bit of amber. All of our great inventions had trivial beginnings.

Even now we have steam-engines run by solar heat, but they are hardly more than playthings. The mammoth photoelectric cell that may turn some of this energy directly into current is not beyond the imagination. We read:

"We are constantly hearing of some new accomplishment of the photoelectric cell, more picturesquely known as the 'electric eye.'

"It counts the number of vehicles that pass through the Holland Tunnel, levels high-speed elevators automatically at floor stops, tells the engineer of a power-house or steamer when too much smoke is issuing from his stacks, sorts cigars, turns electric lights on and off, matches colors, measures the intensity and the variation of the light of stars, judges the turbidity of solutions, and makes the transmission of photographs over wires possible.

"Its uses are legion. Yet its principle is simple.

"Light falls on a tube lined apparently with silver, but actually with an alkali metal—sodium, cæsium, potassium, or rubidium. Let light fall upon the lining and electrons fly out. We have a flow of electrons, a feeble current. Light has actually been converted into electric energy.

"New types of cells are appearing, a little more efficient, a little simpler than the old. From Berlin, Pittsburgh, and Newark come three separate announcements that tubes are unnecessary, and that a plate of metal coated with copper oxid, silver selenid, or some other form of selenium gives stronger currents when illuminated. Surely this is not the end.

"On high blazes the sun. What if its light were converted into a Niagara of electric energy? The physicists who have given us photoelectric cells suggest guardedly such possibilities. They jot down staggering figures. Some 200 billion horse-power fall on that portion of the earth not too obliquely exposed to the sun's rays, or, in more manageable figures, four million horse-power to the square mile.

"What if it now takes many million photoelectric cells to light even a single incandescent lamp?

"For fifty years we have been turning electric currents into light. At last a hopeful beginning has been made in turning light into electricity.

"Sunbeams carrying us in queer railway trains, driving airplanes and automobiles, lighting cities and homes, excavating holes to be filled by sky-scrapers, cooking meals in millions of homes—why not? It would be no stranger than turning a waterfall into the glow that now illuminates many a Western city."

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Art in the Factory

SHOULD AN ART MUSEUM EXHIBIT industrial products?

Museums have done this before, but never, we think, has the exhibit represented the output of one city.

The city of Buffalo thinks it should, if the products can lay claim to some sort of beauty.

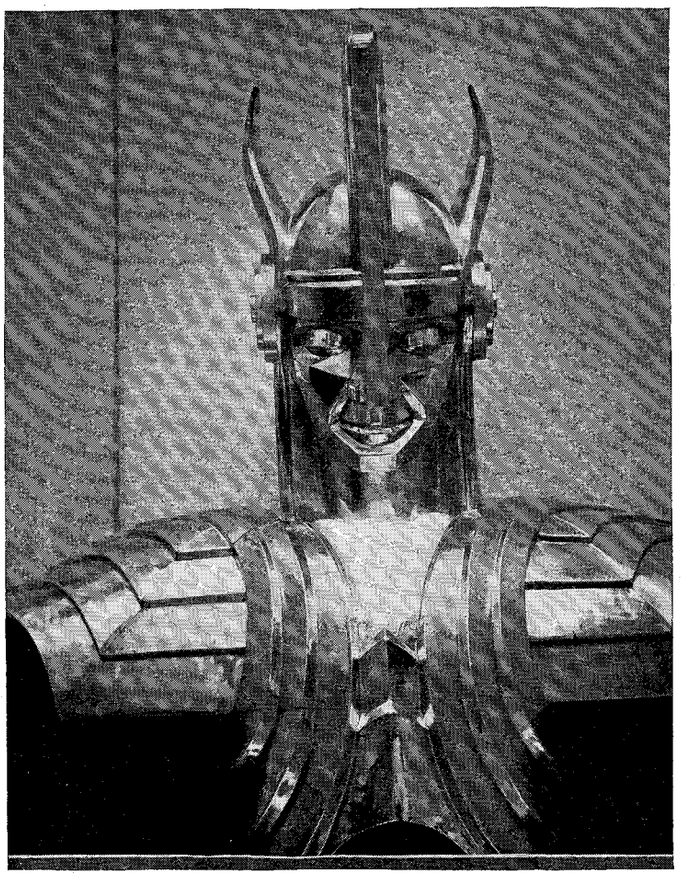
Anyway, the Albright Gallery is now engaged in bringing to the attention of the citizens of Buffalo the fact that "in industry it is no longer a question of producing merely functional merchandise, but that it is a question of making each functional object as beautiful as possible."

This is a return to the ideals of the ancient Gilds, tho replacing handwork by machine-made products.

Buffalo, celebrating its centennial year, has in this exhibition the purpose of showing solely what is being produced within its borders, and so stimulating its civic pride.

If we accept the catalog issued by the exhibition, we must admit that "Art has found its way into the factory."

Gordon B. Washburn, author of the introduction to the catalog, argues in this way:



"Power" for Syracuse, in Stainless Steel

A figure, designed by Bley and Lyman, executed by Macworth Brothers Company for the Niagara-Hudson Company, Syracuse.

"That there may be great beauty in homely products—in ice-boxes, in typewriters, in automobiles—is not any more wonderful than the fact that workers of the past were able to bring beauty into the design of such archaic objects as bridal chests, armor, or carriages.

"The machine is, after all, only a vehicle for the multiplication of hand-power—a vehicle which may lack subtlety in its infancy but which is bound to grow into an adult state. When it has reached this state, what is to prevent it from being able to produce beauty within its natural limitations, and who may dare criticize its fecundity, its democracy?"

MODERN design in architecture, furniture, even in clothes, has departed from the overelaborations of the past. Here is where the factory-made goods are in line with the new psychology:

"Special stress in this exhibition has been laid upon the newly evolving modern styles. This is due to the fact that these styles are intricately bound up with the special province of the machine as a producing agent, and with new scientific discoveries that have been born in the laboratories of industrial plants.

"Since the machine does not, as yet, deal as fondly with variance and detail as did the human hand, but is especially suited, in its present state, to produce simple and mathematically precise shapes and forms, its best products are those which eschew detail and modulations of line and texture.

"That this is true may or may not have any relation to the psychology of the times which tends to embrace the ultra-simple, the plain, and the straightforward—perhaps as an escape from the coils and complexities of every-day living, metropolitan and cosmopolitan—but the fact remains that a harmony of interests with this state of development is here found.

"Furthermore, the development of new materials for which new uses are every day found—honest uses, too, for the modern styles agree on honesty in the use of material if nothing else—tends to determine the style of the exhibition. Vitrolite, monel metal, stainless steel, chromium, and new uses for glass, aluminum, copper, and wood are everywhere apparent. It may well be that exhibitions such as this herald a new era and a new art style as authentic as any that has gone before."

When Women Blow Horns

BOSTON HAS long had its Fadettes, but New York hears, perhaps for the first time, a professional Woman's Symphony Orchestra.

Ethel Leginska, no novice as an orchestra leader, introduced this National Woman's Symphony Orchestra to an expectant audience that had come in doubt and derision, and remained to admire.

"Where Miss Leginska found them all can only be conjectured," observes W. J. Henderson of *The Sun*.

Well, she found them here and there throughout the country, and assembled them by her own energy.

To see women handling bass-viols, or tympani, or cymbals, is a curious novelty. Mr. Henderson is mystified:

"She had eight double-basses, all women, and evidently no novices. Only one of them used an Italian bow; the other seven went at it full-fisted. There were five horns.

"Where, when, and why do women take up the horn? Cellos can be obtained by scores, but where do you get a female tuba-player? And whence comes the lady tympanist?

"No matter. There they all were, and it was demonstrated quite early in the concert that by far the larger number were not new to orchestral performance. There was too much knowledge of routine for that.

"There were technical slips, to be sure, and in the Schumann B-flat symphony, which was the second number on the program, there was considerable exposure of the rawness of the organization. Some of the long-drawn phrases of the slow movement were separated from one another by pauses more than rhetorical. One felt that some of those charming wind-players needed time to get breath."

Miss Leginska has led male orchestras before, both in Europe

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and America, but the response of her female band showed none of the reluctance of the superior male in the command of a slip of a woman.

Mr. Henderson yields praise:

"On the whole, the first concert of the new orchestra was distinctly worth while.

"The girls knew how to count their rests. The strings delivered a fairly good quality of tone, and played with assurance and spirit. The trumpets and trombones were somewhat rough, but that is a fault which will undoubtedly be corrected soon. And there was not a general understanding of the difference between moderato and forte.

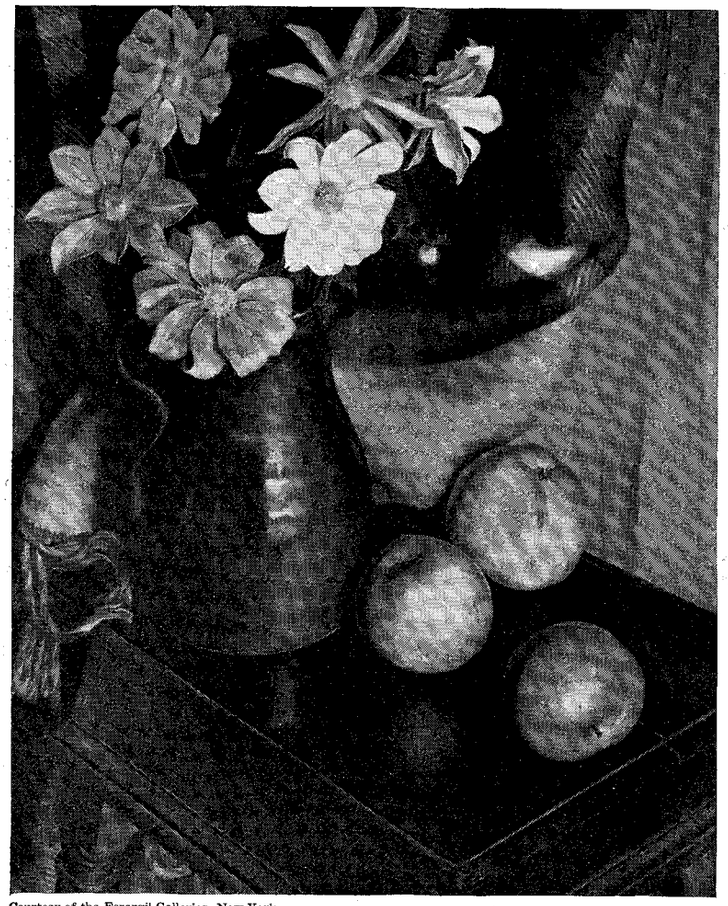
"Those stalwart double-basses did not seem to this hearer to produce as much sound as a big orchestra ought to obtain. Perhaps Miss Leginska will be able to find one or two more of them. With eighteen first violins, ten basses would not be too many.

"The opening number, Glinka's 'Russian and Ludamilla' overture, went off well. There was plenty of snap and fire in the performance.

"After the symphony, Miss Leginska played the solo part in Mozart's A-major piano concerto (Koechel 488), directing the orchestra at the same time.

"It is hardly necessary to add that Miss Leginska exhibited a fine confidence and a comforting competence with the baton. She has not now to make herself known as a clever conductor. Why should we not have women conductors and orchestras? Why should not women play orchestral instruments?

"The National Woman's Symphony Orchestra had a very businesslike appearance, Saturday night, and went at its program in a workwomanlike manner. This music-lover hopes that these musicians will find favor with the public, and not be regarded merely as a passing curiosity."



Courtesy of the Ferargil Galleries, New York

Bought by the Metropolitan

The young Italo-American Luigi Lucioni is one of the first of the moderns of the younger generation to be represented in the conservative home of art by his "Dahlias and Apples."

Our Somnolent Art Museums

KANSAS CITY IS GOING TO PLAY SAFE with its William Rockhill Nelson Trust fund for art.

These many millions, we are told by *The Art News* (New York), are "manacled by a clause in the incorporation" of the Trust which prohibits the purchase of any work of art "until the artist has been at least thirty years under the sod."

This appears to be the extreme of a policy that prevails in many places, tho there are, here and there, glimmers of light breaking through what the writer calls the "mastodonically maneuvered museums that dot our landscape."

The Metropolitan in New York is included in this category, tho a change may be noted in its recent purchase of a canvas by the young Italo-American artist, Luigi Lucioni:

"The Metropolitan Museum of Art, official repository for the world's most throbbing art center, has long been shackled by conventionality and caution in the matter of acquiring contemporary works, and it is a pity to note that its new governing board has been unable to effect any noticeable change in its policies as yet.

"Recent purchases by the Metropolitan, while duly honoring artists of acknowledged merit and ability, may well be taken as indicative of a continued support of the purely academic side of contemporary painting.

"Leaving the issues of modern art to be handled by the younger museums that are enjoying such a remarkable vogue in Manhattan, the Metropolitan stands in grave danger of losing touch with the newer generations of art lovers, who are more and more being weaned away from traditional forms in art to a full-bodied, red-corpuscled contemporaneousness."

BOSTON, it seems, is doing better:

"It is a matter for considerable rejoicing to learn that the Boston Museum of Fine Arts, having recently imported a curator from England for its department of paintings, is about to hang a group of newly minted canvases by acknowledged European masters.

"With nothing later than Renoir and Monet in its foreign section of paintings, the Boston Museum seemed this long while stuck in a veritable slough of nineteenth-century complacency. Under Philip Hendy's egis, this distinguished depot of fine arts finally gives consent to modernism in however modified form.

"Braque, Severini, and Sickert, to mention the better-known newcomers to these Fenway galleries, may be counted on as an entering wedge for a fuller modern representation, thus helping to remove the curse of antiquarianism that has so long rested on this museum."

The Cover

THE last of the Ferris pictures to be used on our covers is offered to-day, showing "Paul Jones at the Constitutional Convention, 1787."

The portraits of Washington and Franklin are included among the group. Mr. Ferris writes:

"As a diplomat, Paul Jones divides the honor of the French Alliance with Franklin. On his visit to America and to Philadelphia, in particular, during the summer of 1787, at the Constitutional Convention public honors were simply showered upon him. He had only to put in writing to Mr. Jay a request, and Congress would in a day or two embody it in a resolution. Every door in the land from manor-house to cottage was open to him. The newspapers teemed with anecdotes of his deeds and sayings. It may be said that from July to November, 1787, Paul Jones was the most attractive and most widely celebrated personage in the United States.

"But he died among strangers and was buried in Paris by a French admirer, M. Simonneau. From an unnamed grave, his body was recovered in 1905 by Gen. Horace Porter and returned to America."

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The Long Fight Against Bigotry

"RELIGIOUS AMITY, not political ballyhoo."

That, in the words of Roger W. Straus, was the object of the recent Washington Conference on Religious Liberty and Mutual Understanding among Jews, Catholics, and Protestants.

And the majority religion, said Prof. Carlton J. H. Hayes, of Columbia University, "has always the chief responsibility in assuring as well as proclaiming religious liberty. As minorities, Jews and Catholics have been particularly eager for equality of treatment in politics and society, more eager to obtain these things than the Protestant majority to grant them. Thereby friction has been increased."

Mr. Straus and Professor Hayes were co-chairmen of the conference with Newton D. Baker, Secretary of War under President Wilson, and a potential candidate for the Democratic nomination for President.

The seminar was marked by addresses by Mr. Baker, Bishop James Freeman, of the Washington Episcopal Diocese; Dr. Francis J. Haas, director of the National Catholic School of Social Service, and Dr. Cyrus Adler, president of the American-Jewish Committee and of the Jewish Theological Seminary.

No resolutions were adopted, the conference being for discussion only, and the suggestion that any one of the three faiths should "tolerate" the other two was tacitly tabued. The effort is to "understand," that ignorance, parent of prejudice and bigotry, be wiped out.

"Jew, Protestant, and Catholic, these," said Bishop Freeman, "are our designations, but they shall not render us immune to an appeal that concerns our solidarity as a people or our peace and security as a nation."

Yet, declared Dr. Adler, "we are witnessing a period of bigotry and illiberalism which might have been pardoned in the dark ages, but which passes understanding at the present day."

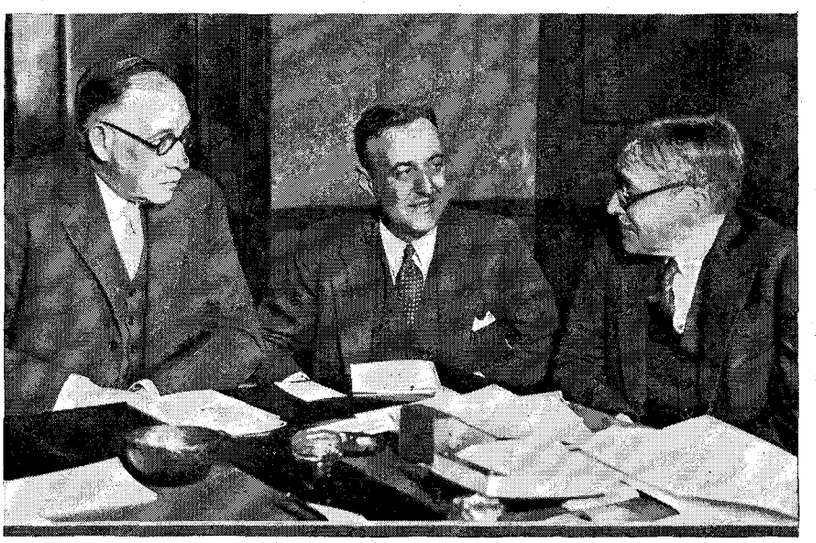
OBJECTING to the words, "minority" and "group," Dr. Adler said, "I am a citizen of the United States. I do not feel myself a member of a 'group' or of a 'minority group.' Except in the matter of form of religious worship I do not feel myself in any way marked off from my fellow Americans, and, indeed, I feel a greater kinship with those who have some form of religion other than my own than with any one having no religion at all."

Taking its cue from the words of Professor Hayes, *The American Hebrew and Jewish Tribune* says that what is needed is "a courageous Protestant leadership that will assume a still greater proportion of the burden to foster future seminars on Christian-Jewish relations."

The question of how to reach the bigotries and prejudices of the masses was left unanswered in the main at this seminar, we are told. "It could not have been otherwise," since

"The appeal, at present, is to the intellectual leadership of America. Social movements originate in the masses and emerge upward; intellectual movements begin at the top and work downward.

"Those of us who have labored in this endeavor for a decade and more know how difficult and painful it is to uproot these, even among the educated. It will require generations of an ever-widening circle of seminars in colleges, universities and communities before the spirit and the thought conveyed at a conference, such as was witnessed in Washington, seep down to the masses. The eagerness to hurry, to push forward suddenly the clock of time, to extirpate a centuries-old evil in a single generation, may prove futile to the whole movement."



Acme

Campaigners Against Bigotry

Prof. Carlton J. H. Hayes, of Columbia University, Roger W. Straus and Newton D. Baker, who appeal to intellectual leadership to promote religious understanding.

The Drunkard Disappearing

THE TREMENDOUS ARMY of the unemployed and down-and-outers seeking aid from the Salvation Army is almost entirely drink-free, and poverty from drink is a negligible factor in the current depression.

This is the testimony of Col. George H. Davis, in charge of the Salvation Army forces at Chicago, who backs up his opinion by the experience of his organization with more than a million cases of hard luck and poverty in the past few months.

Colonel Davis's statement was made to the Illinois Conference of Organizations Supporting the Eighteenth Amendment. It is offered by the W. C. T. U. in opposing the group now fighting Prohibition.

As it is issued by the Salvation Army, Colonel Davis's statement is, in part, as follows:

"Out of more than a million cases we have dealt with in the last sixteen months, there were only seventy-five bad cases of drink, and of moderate cases, only 500.

"From October 11, 1930, to February 3, 1932, we helped 1,102,545 unemployed men. Of this number, we found 99.92 per cent. drink-free. Having nothing to do, many of these men would have drunk to excess if they could get the liquor.

"I did not realize the small percentage of drinking men that pass through our doors until I personally checked it up.

"The number of women coming to our doors with a tale of being ruined by drink is less than 1 per cent. of the entire number, whereas in former days it was a considerable proportion.

"In our family welfare relief work in these days we seldom find need arising from strong drink on the part of one or other of the parents, whereas in the old days it was 90 out of 100 cases. In fact, poverty from drink has almost disappeared.

"The old-time drunkard, the wets of the country notwithstanding, is gone.

"Before Prohibition the Salvation Army would gather drunks by the truckload and busload from the saloons and park benches. To-day one would have to search high and low in every American city to find at one time 100 men and women of the type the Salvation Army used to gather by the thousands under the rule of John Barleycorn."

This agrees with the experience of Commander Evangeline Booth. As noted in these pages May 17, 1930, she said that before Prohibition the Salvation Army in New York would collect 1,200 to 1,300 drunkards a night, whereas Prohibition immediately reduced the number to 400.

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A Changing "Methodist Message"

CAN ONE WHO DOUBTS THE VIRGIN BIRTH accept Christ as a divine Savior?

"Yes," say a large number of Methodists in New York City and the neighboring metropolitan area of Westchester County.

"No," say a larger number.

These Methodists are divided, too, on many other religious and social problems—Prohibition, birth control, the Church's place in politics, Christian union, the value of intercessory prayer, the importance of foreign missions, the attitude of Christianity toward great wealth, and others which engage the attention of all creeds.

This interesting revelation is the result of a survey of Methodism in Manhattan, the Bronx, and Westchester County made by the Methodist Episcopal Church City Planning Committee appointed two years ago by Bishop Francis J. McConnell. Insofar as it goes, the survey reveals that the Methodist message is no longer purely an evangelistic appeal, that denominational lines are breaking under the movement to unite the Baptist, Methodist, Congregational, and Presbyterian churches, that Methodists can play cards and dance and still be good churchmen, and that scientific discoveries have changed the conception of how God influences events in the world.

Ancient doctrine seems to be surrendering first place to modern social ideals.

But God and the good life still remain the core of the creed.

Questionnaires were sent to a 20 per cent. sample in each of fifty churches. The questionnaires numbered 3,570, and 1,085, or 30 per cent., were returned. This is described in the report as "an exceedingly high return for this type of questionnaire," and it is claimed that the results "are probably fairly typical of the entire Methodist membership in the survey area."

As a group, those who replied, are, we read:

"1. Theologically conservative, yet doubtful about the value of organized intercessory prayers, and more than half pray once a day or less.

"2. Strongly opposed to the present divisions of the Protestant group into denominations.

"3. Very loyal to the church, and convinced that its work is indispensable for the world to-day.

"4. Socially liberal, but not as well informed on social problems as in the field of personal religion.

"5. Convinced that the relation of the church to society is direct and dynamic, but believe the church should greatly increase its activity in promoting social reform, and through education rather than by partizan politics.

"6. Definitely divided in some matters, such as:

"a. Relation of belief or disbelief in the Virgin Birth to personal salvation.

"b. Attitude church should take on liquor problems.

"c. Significance of present foreign missionary projects.

"d. Preference for a sermon on a social problem rather than on individual salvation.

"e. Attitude of Christianity toward concentration of ownership of wealth.

"f. Relative importance in an influential church of a good preacher and good lay leaders."

IT is exceedingly interesting to note, as indicating a theological change of opinion regarding a fundamental doctrine of Christianity, that 391 of those replying to the questionnaire do not agree that one who doubts the Virgin Birth of Christ can not accept Him as a divine Saviour. Those who do agree number 598, while 96 did not reply to this particular question.

Division of opinion on the moral propriety of birth control is indicated in the reaction to this statement in the questionnaire: "The New York East Conference took a wise step last spring in making a resolution that the law preventing doctors from furnishing birth-control information should be changed." The ayes number 746; noes, 138, while 201 did not reply.

Those who regard as true that "Christianity must be at variance with a civilization in which '2 per cent. of the people own 60 per cent. of the wealth,'" number 395, while 330 say it is false, and 276 do not reply.

"I believe the Baptist, Congregational, Methodist and Presbyterian denominations should unite as soon as possible," runs another statement, with which 816 agree; 177 disagree, and 91 do not say.

The division on whether "the church is altogether too superficial in its teachings to have much social significance," is 222 agreeing; 639 disagreeing, and 223 not replying.

On whether "the Church is a powerful agency for promoting both individual and social righteousness," 972 say it is true; 38 that it is false, and 75 do not reply.

THOSE who "prefer a fearless sermon on a social problem to those on individual salvation" number 506, as against 391, with 147 not replying.

As to the value of prayer, 228 say it is true that "an isolated group of monks praying continually for the salvation of mankind helps many sinners who never heard of the monks"; 655 say it is false, and 202 do not reply.

Is the "Church losing ground as education advances?" True, say 384; false, say 578, and 123 do not commit themselves.

Asked what they want their pastors to do regarding Prohibition, 321 say the pastors should actively support the work of the Anti-Saloon League and its policies; 422 favor an era of temperance through education rather than by partizan political activity; 56 say that the issue should be avoided entirely; 149 advocate light wines and beer and the preaching of temperance in their use; 41 do not reply, and the rest send in miscellaneous replies.

Questioned as to their belief in life after death, 712 say they believe in it "strongly"; 145, "somewhat"; 22, "doubt it"; 139, "don't know"; 26 do not say, and 41 replies are miscellaneous.

Why do they attend church? 453 because they "honestly benefit from the service"; 21, to set an example for their children and others; 12, to avoid displeasing somebody; 8, to meet people; 132, through a sense of duty to God; 217 because they always have gone and believe in it; 20 do not say; 50 replies are miscellaneous, and 172 check two or more answers.

On the question of the Church's activity in promoting social reform, 517 say it should be greatly increased; 29 that it should be considerably decreased; 102, that it should be limited to preaching and prayer; 658, that it should be educational in the broadest possible way, but avoid partizan politics; 105, that it should extend fearlessly into active politics.

An attempt was made, we read, to ascertain whether the Methodist Church has a typical "message." The survey representatives attended 56 worship services in 28 churches, and an analysis of them indicates that "the Methodist message is no longer an evangelistic appeal." Fourteen ministers, we read, presented sermons which assumed the acceptance by those in the pews of a literalistic interpretation of the Bible, and, says the report, "it is fair to raise the question whether laymen are able to follow these sermons without a sense of unreality. One would like to know how closely the basic assumptions of life held by the laymen resemble those held by ministers."

THAT a difference of opinion exists between many of the ministers and most of the members on at least one issue is indicated by a number of replies, and this difference of opinion is listed as one of the major causes of the lack of participation by members in the activities of their own churches. For instance:

"While the ministers in many of the churches are still loyal to the traditions that card playing and dancing are not conducive to the highest development of the spiritual side of one's nature, a very large group of members is convinced that in moderation these activities definitely contribute to the development of good character."

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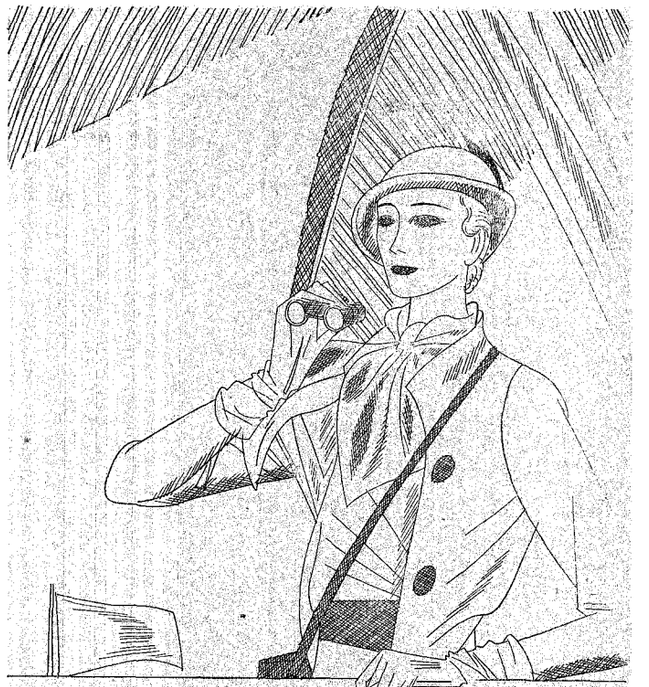

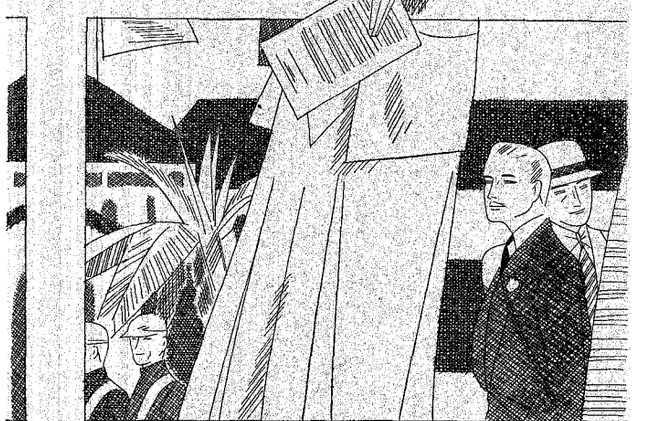

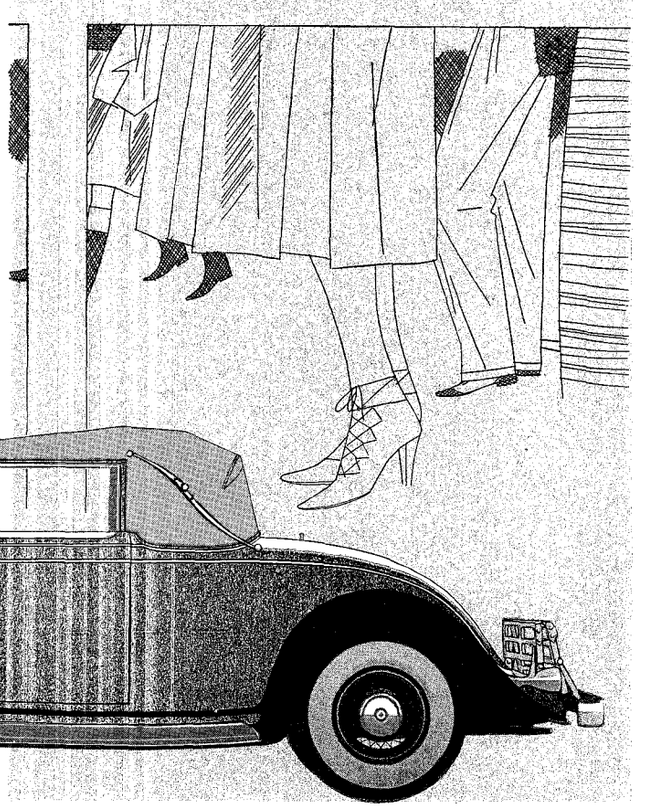

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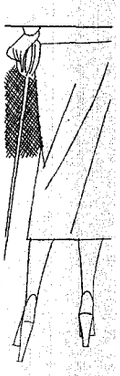

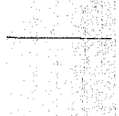

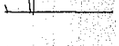

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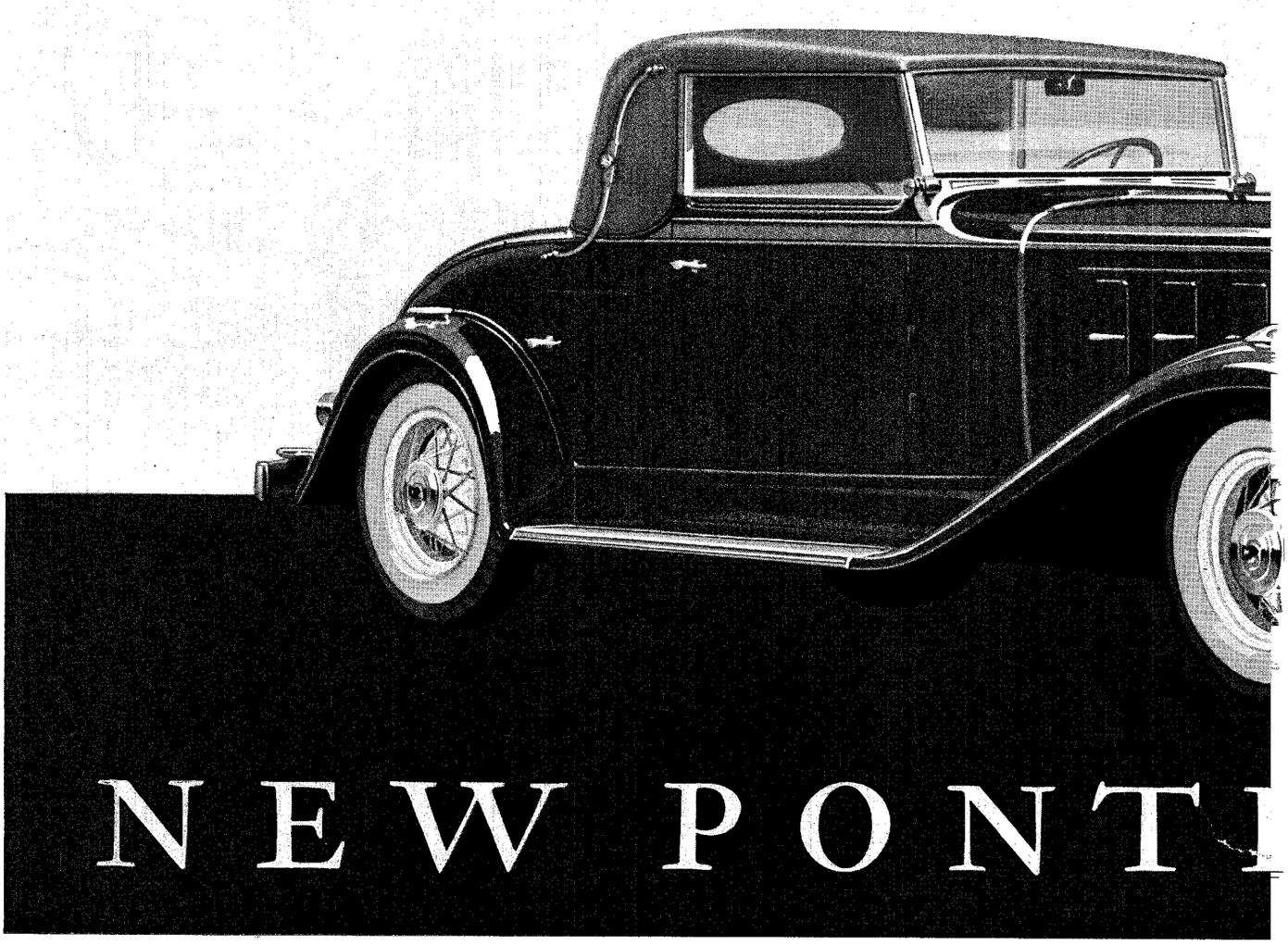

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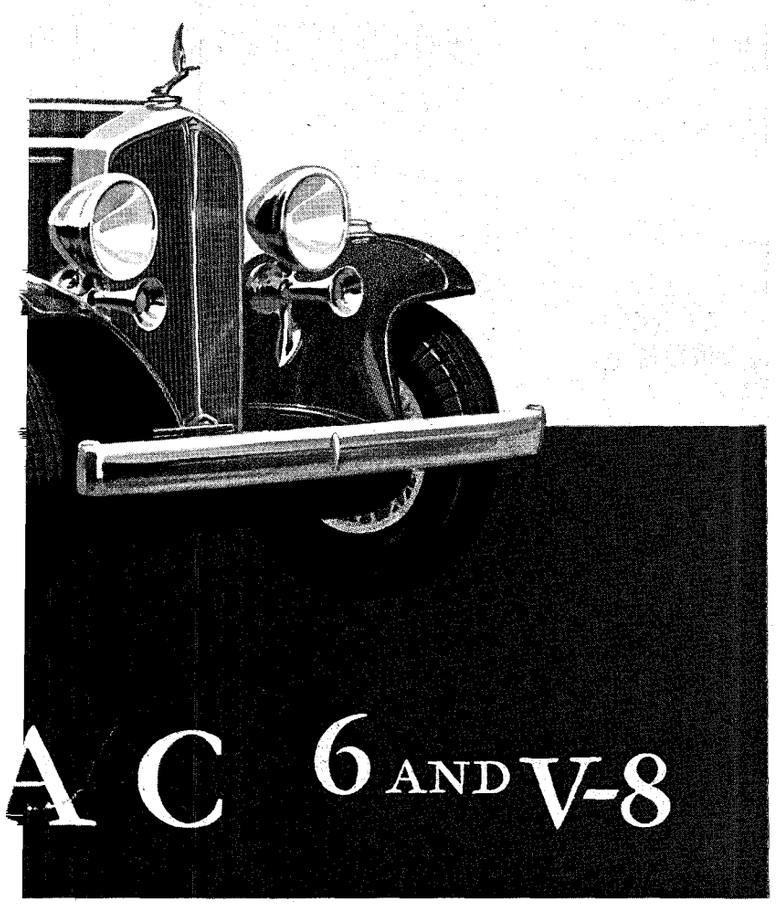

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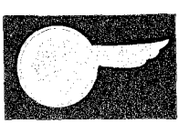

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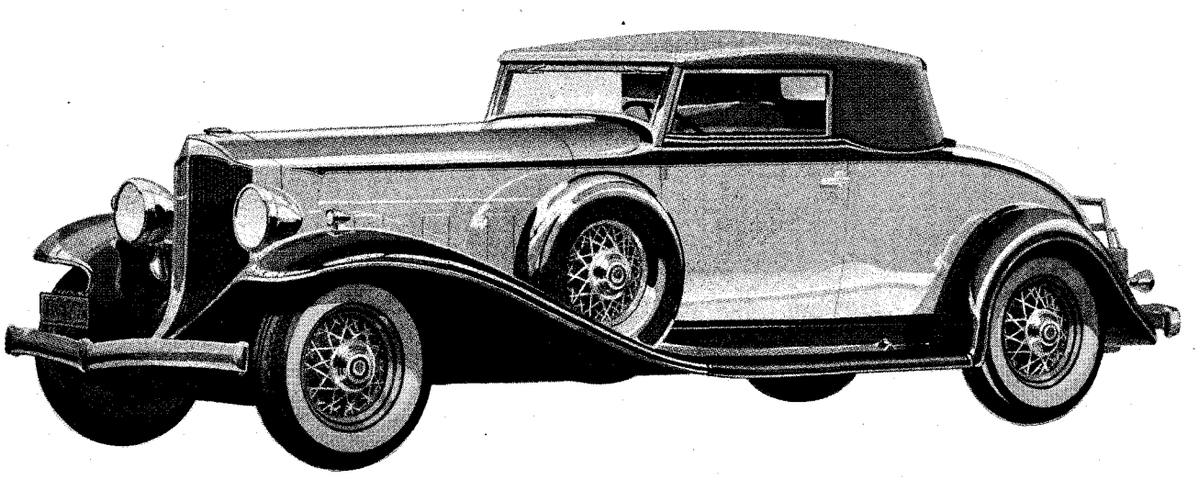
World Supremacy

A new regime in Madrid has not lessened Spanish appreciation of the luxury and distinction of Packard transportation. Packard cars in Spain outnumber those of every other fine American make. Among families of rank and prominence there, as throughout the entire world, Packard is the supreme fine car

The new Packard Light Eight is a strikingly handsome car. In appearance it belongs unmistakably to the distinguished Packard family. Yet it is smartly new and original in its youthful grace of line and proportion—as is well illustrated by the popular Convertible Coupe below. ¶ When you first inspect the Packard Light Eight, you will be surprised at its size and roominess. It is a big and substantial car, with wheelbase of 128 inches. It is "light" only in comparison with other cars of the Packard line—the Standard Eight, the Eight DeLuxe and the new Twin Six. ¶ Richly appointed and upholstered, truly advanced in all mechanical features, the Packard Light Eight now offers the luxury of *fine car* transportation to those motorists who have been accustomed to paying from $1500 to $2000 for their cars. For here is an eight—"Packard" in personality, prestige and performance—factory-priced at the astonishing range of $1750 to $1795. ¶ Before buying *any* car be sure to *see* and *drive* the Packard Light Eight. You will thrill to its velvety, 110 horsepower motor, its Silent Synchro-mesh Transmission, *quiet in all three speeds,* its simple, *safe* Finger-Control Free-Wheeling. Why not take your old car to your Packard dealer today? He will allow you all that it is worth—and, if you wish to buy out of income, you will find the payments surprisingly small.

PACKARD *Ask the man who owns one*



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PERSONAL GLIMPSES

A "Gold Rush" Turns John Bull to John Bullion

"BEHOLD, THE NEW KLONDIKE!"

"Lord" James Sanger of circus fame, a showman to his finger-tips, in the best manner of the famous "Lord" George Sanger whom he succeeded, threw open the barn door and bade his visitor enter.

"Before us," writes that visitor, a correspondent of the London *Daily Express*, in a dispatch from Horley, Surrey, winter quarters of Sanger's circus, "loomed up half a dozen vehicles of Gargantuan size, embellished with huge carvings of allegorical figures. Gods sported with Tritons; and Atlas supported a world.

"These are our old processional wagons," said "Lord" James, whose lordship is in quotes because, like some of our own American colonelcies, it is an honorary, self-bestowed title. "They have not been on the road for thirty years—too cumbersome, got in the way of railway bridges and telegraph wires, but still as solid as the day they were built, eighty years ago. Look!"

He flashed a torch on the wagons, which gave forth a dull yellow glint.

"Gold!" exclaimed "Lord" James. "For seventy years they were gilded annually with twenty-one-carat gold leaf at a cost of £1,000 a year! There are layers and layers of gold encrusted on them!

"I have taken expert advice and am having the wagons stript of their bullion. The return should amount to thousands of pounds.

"I must be in the swim with every one, and join the gold rush."

PERHAPS we would be mean and suspicious if we hinted that a clever press-agent may have suggested this decision to "Lord" James. But it is an amusing story, and the most picturesque that has come out of Great Britain since the "gold rush" began. This was discust in its political and economic aspects in our Foreign Department on March 12.

Patriotic Britishers are rushing to sell their gold sovereigns, their gold-set jewelry, their golden souvenirs and utensils of all sorts, even discarded gold teeth, to be melted down, refined, cast into ingots, and shipped abroad to gold-standard countries to maintain the value of the pound.

They have not found the precious metal in the hills of Carnarvonshire. But it is turning up in just as unlikely spots—in socks, in bureau drawers, in safe-deposit vaults, buried under the roots of trees and under flagstones, secreted in the thatching of cottage roofs. From these and other sources it is pouring in a rushing stream into the melting-pots of bullion dealers at the rate of as much as £1,000,000 a week. The total amount of hoarded gold in England can not, of course, be estimated. But we have seen guesses ranging all the way from £300,000,000 to £1,000,000,000.

When England went off the gold standard, it became the nation's interest, as explained in our article of March 12, to ship abroad as much of the metal as possible. Thus the value of the pound was maintained. As the demand for gold grew, its value rose. As we write, gold sovereigns are fetching twenty-seven shillings and more apiece. Ordinarily, they are worth twenty shillings. The shilling, once worth approximately twenty-four cents in our coin, is now worth approximately eighteen cents.

Wide World

A Circus-Wagon Gargoyle Joins the Rush

SUDDENLY, the British people realized that they could combine patriotism and profit. The tight little isle loosened up and brought the sovereigns out of the sock in a manner that must make our own anti-hoarding campaigners green with envy.

The fever spread. England, Scotland, Wales, and Ireland were infected overnight. Now word comes that the native Princes of far-away India, whose stores of gold are reputed to be huge, are putting at least some of it on the market.

As time passes, both the desire to sell and the desire to buy are intensified. Crowds stand in line at the bullion dealers' counters to sell the sovereigns and souvenirs.

Every mail brings to these dealers registered parcels of gold.

Merchants, sighting a chance to improve business, advertise that they will accept sovereigns at the rate of thirty-two shillings, sixpence, in payment for goods.

Dealers have agents in the field, pulling doorbells and reciting this variant of the junk-man's plea: "Any old gold to-day, lady?"

Even the most dignified of these firms, which are almost institutional in character, have gone in for display advertising. Some limit themselves to a plain statement of name, address, and business. But others essay the hortatory sales talk.

"When your ship comes home," says one such advertisement in *The Daily Telegraph*, "naught will be lacking. But meanwhile you must pay your way! Funds may be augmented easily and quickly by exchanging unwanted jewelry, old gold, silver,

Keystone

Every Little Bit Helps—Both Seller and the Pound

A box full of miscellaneous coins and trinkets bought by a bullion dealer. They are shown in comparison with a £450 bar of gold.

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"I VOTE FOR LOCAL OPTION"

"I THINK each family has the right to pick its own way to save money these hard times. Here's my way:

"I roll my own cigarettes from Target cigarette tobacco, *and save 50¢ every week*. That's over $25 saved a year and *real* velvet at that, since I smoke just as much as ever, and I get the same flavor I used to get with ready-made smokes.

"You see, Target's a new idea. It's a *blended* tobacco, like the ready-mades use, so it tastes just like 'em. And rolling's a cinch with Target, because you get 40 gummed papers *free* with every 10-cent pack. There's my vote—no one's going to prohibit *me* from getting 30 or more perfect smokes for a dime."

AND GET THIS: The U. S. Government Tax on 20 cigarettes amounts to 6¢. On 20 cigarettes you roll from Target Tobacco the tax is just about 1¢. No wonder you get such value for a dime!

SAVE MONEY
ROLL YOUR OWN
SEE WHAT YOU SMOKE

Wrapped in Moistureproof Cellophane

Brown & Williamson Tobacco Corp.
Louisville, Kentucky

© 1932

or diamond pieces of any description for cash."

Picturesque incidents of the gold rush appear in English dailies by the dozens. We told on March 12 of the Duke who sold his coronet. A jewel-case given by a Czar of Russia to a favorite, and a vase given by Queen Victoria to a British noble figured in other transactions. Says *The Daily Mail:*

A nobleman who offered a London jeweler a gold cake-basket was told that it would fetch £10,000 in the United States.

An aged woman sold a jewel-case for £33, and in a secret drawer, of which she knew nothing, was found a diamond necklet for which she was paid £470 more.

At Swansea, a sea-captain sold a small Chinese cannon of solid gold.

Edwardes, Ltd., received from Ireland a magnificent piece of hand-made lace woven with a gold link between each thread—one of the most delicate pieces of gold work ever seen, much too good for the melting-pot.

International

It Pays to Advertise

ONE importunate seller, according to another *Daily Mail* account, roused a broker from bed, early in the morning, to dispose of 10,000 sovereigns. Here are other incidents:

Mr. Plowright, a Norwich bullion dealer, bought 1,000 sovereigns from a farm-laborer, and £450 worth of sovereigns and half-sovereigns from another laborer in one day.

It was market day, and people from neighboring villages besieged the jewelers' shops, anxious to obtain the highest price for treasures they had hoarded for many years—sovereigns, ornaments, rings, watches, and, in one case, a set of ivory teeth, containing gold and platinum.

A countrywoman of eighty brought in 120 sovereigns, neatly packed in paper parcels of ten sovereigns each. Some had £5 and £2 pieces, as bright as the day they left the mint.

"We are taking sovereigns at the rate of 3,000 to 4,000 a day," said Mr. Kay, Jr., of Messrs. Simon Kay, Ltd., Manchester. "Fine gold cigaret-cases, wedding-rings, watches, and snuff-boxes are among the thousands of articles that are pouring in. One man walked in to ask us to cut gold coins from the chain he was wearing.

"We have had half a mile of gold watch-chains in a day."

A gray-whiskered man from a small Lancashire town has paid five visits with sovereigns to Messrs. Kay's. "I have dug up another flagstone from the kitchen floor," he explains on each occasion.

One enterprising journalist, more interested, apparently, in psychology than in finance, interviewed a number of gold-sellers to learn why they had hoarded in the first place. According to his report in the London *Evening Standard*, a middle-aged, well-drest woman had been saving for her son's medical education; a Cockney workingman, who sold ten sovereigns, was "keeping them for the old girl's funeral, but she's 'ale and 'earty again"; a Lincolnshire woman, who keeps a provision-shop, simply thought it was safer.

THE experiences of a seller are entertainingly related in *The Evening Standard* by W. K. Bliss. Mr. Bliss sallied forth one day to dispose of his grandfather's gold watch, a ring, a school medal, and a gold match-box.

"The commissionaire on point duty in the Hatton-garden bullion-broker's to which I took my family heirlooms is the busiest traffic pointsman in London," we read as we begin the account:

"Old gold?" He spoke to me more in command than interrogation.

"A watch—and a few other things," I murmured.

"Over there," he directed with a wave of his arm.

I joined a queue of lopsided men—lopsided, as I afterwards found, because the attaché cases they carried were crammed with gold.

My own turn came. The ring, the medal, and the match-box I handed over the counter without a qualm. Parting with the gold watch was a wrench, like deserting an old friend. I was tempted to snatch it back from the scales. But I hardened my heart.

They gutted the watch of its works, and weighed the lot, all except the school medal, which was rejected with contempt. There wasn't a speck of gold in it, they said.

A slip was handed to me across the counter, telling me that my collection weighed, in the nude, 4.53 ounces.

One sentimental request the gold-melters allowed me. Since circumstances had forced me to be callous with the family gold watch, I should be permitted as a special favor to attend the cremation.

They placed my little hoard in a red-hot crucible. They plunged it into the fire that has never gone out since Britain came off the gold standard.

Twenty minutes later they poured out a red flaming liquid into a tiny mold. For a moment or two it flared angrily at 1,100 degrees centigrade, and then cooled to a dull brown ingot like a bar of chocolate.

In the assay-room they tested it with acid, and told me its value. For my grandfather's watch, my father's signet-ring, and the rest they gave me £18 in notes.

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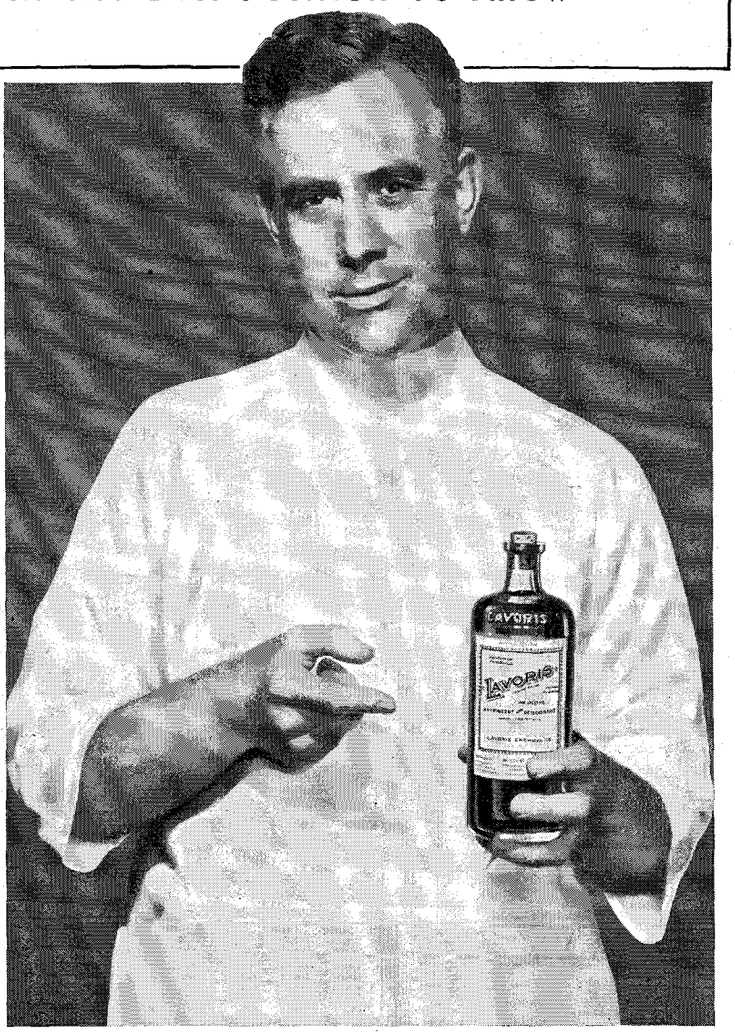
85% of Dentists Advise This Way To Purify Breath . .

And Dentists Are In The Best Position To Know



Unique Action of Lavoris Actually Flushes Away Tainted Mucus . . . Even Takes Gray Coating Off The Tongue . . . Leaves Mouth Utterly Clean

DID you ever stop to consider *why* you see Lavoris in the office of practically every dentist you've ever visited? Did you ever wonder why you *seldom see any* OTHER *mouth wash* there?

There's an excellent reason. For—working over people's mouths every day—the dentist has learned that there is ONE WAY to counteract bad breath. ONE THING that keeps mouths clean and sweet while he is working—that's PURGING.

So he invariably uses Lavoris. For it contains special ingredients that make it one of the most potent oral purging agents known to science. Lavoris was the first to put this remarkable combination into liquid form, so it could be used in mouth and throat.

How It Acts

First: Lavoris actually exerts a corrective physical action in the mouth. Doesn't merely cover up bad breath for the moment, but helps remove the cause.

Second: Lavoris loosens, coagulates and removes the mucus which forms in everybody's mouth. Turns it into a "curd." Reduces it into thousands of shreds which swiftly flush away.

You see the purging evidence with your own eyes—thousands of little shreds and "clots," each harboring thousands of germs and odor-causing particles. This is visible proof that Lavoris really *purges*—without slightest harm to delicate membranes.

Make This Free Test

Get Lavoris at any drug store. Or accept the trial offer at right. And receive a generous sample free.

Then test its purging action for yourself. See how it even takes objectionable gray coating off the tongue. This shows how completely it cleanses the entire oral cavity.

So get a bottle of Lavoris today. Or mail the coupon for the trial that's offered without cost.

LAVORIS CHEMICAL COMPANY
Minneapolis, Minn. • *Branch,* Toronto, Can.

Even in cases of foul breath resulting from internal disorders and requiring medical attention, Lavoris used in the mouth helps correct this symptom while your doctor is removing the cause.

LAVORIS
THE MOUTH WASH
WITH SCIENTIFIC PURGING ACTION

ACCEPT A BOTTLE FREE

LAVORIS CHEMICAL CO.,
Dept. LD
963 North Third Street,
Minneapolis, Minn.

Please send me without charge a large, generous sample of Lavoris.

Name.....

Address.....

City.....*State*.....*BB-40-R*

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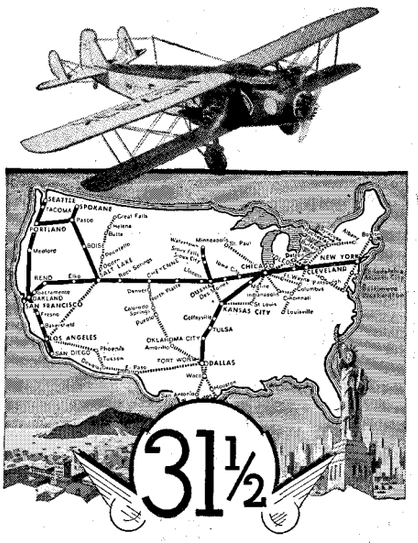

HOURS New York to Pacific Coast

(28 Hours Eastbound)

"UNITED" makes a continent a community. Leave New York after breakfast, or Cleveland, Detroit or Chicago after noon today and lunch on the Pacific Coast tomorrow. Fly from Chicago to New York in six and one-half hours, or from the Great Lakes region to Texas in daylight. Travel from San Diego to Seattle between breakfast and dinner. "United" has direct or connecting service to 136 cities in 37 states. It provides the latest equipment and every proved aid to aerial navigation.

Typical New Low Rates

NEW YORK to Cleveland	. .	3¾	$ 32.00
Toledo	. . . .	5	38.15
Detroit	. . . .	5¾	40.95
Chicago	. . . .	7¼	47.95
Pacific Coast	. . .	31½	160.00
Fastest "Coast to Coast" Service.			
CHICAGO to Kansas City	. .	4	25.00
Dallas—Ft. Worth	.	10	54.50
Salt Lake	. . . .	15¼	80.28
Pacific Coast	. . .	23¼	115.00
SAN FRANCISCO OR OAKLAND to			
Los Angeles	. . .	2½	18.95
San Diego	. . . .	4¼	22.95
Portland	. . . . .	5¼	35.16
Tacoma	. . . . .	6¾	42.36
Seattle	. . . . .	7	43.98

10% off on Round Trips. Fares include meals aloft.

Call United Air Lines in your city, or Western Union, or Postal Telegraph, or transportation desks at leading Hotels and Travel Bureaus for reservations, or write or wire UNITED AIR LINES, La Salle-Wacker Building, Chicago, Illinois. A booklet describing "United" operations and routes will be sent upon request.

37,000,000 Miles of Flying Experience

BOEING AIR TRANSPORT • NATIONAL AIR TRANSPORT
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Subsidiary of United Aircraft and Transport Corporation

Russian Amazons

WOMAN'S place seems to be everywhere but in the home in Russia to-day.

On the farm, in the factory, on the police force, in the logging camp. Even in the army.

Under Soviet rule, "a race of Amazons is springing up on Russian soil. Millions of women are being trained as soldiers. Many already are officers, even generals. Millions more have become bricklayers, lumberjacks, factory workers, farmers, judges, scientists, engineers." So Betty Browning tells us in a brief review of the place of women in new Russia in *The Graphic Weekly* of the Chicago *Sunday Tribune*.

Keystone

Russia's Warrior Women Line Up With Their Men Folk for Drill

To women even more than to men the Communist revolution has meant a complete change from their former way of living, we read. Under the Soviet régime Russian women not only work, but marry, bring up their families, even dress as women do nowhere else in the world. Further:

These Amazons are a consequence of the Communist credo of absolute sex equality.

In the days when Bolsheviks were struggling for power, women sat in the inner councils of the party and executed some of its most daring coups.

Krupskaya, Lenin's widow, is a leader in her own right, and numerous women have been elected heads of local Soviets.

Amazons, however, are nothing new in Russia. In making soldiers of its women the Soviet Government, scorner of tradition, has recalled into being the pagan Russian *polyanitza*, warrior women celebrated in ancient Slavic sagas.

Among the last of the regiments which held out against the Bolshevik revolution was the celebrated Battalion of Death, composed entirely of women.

Russia's new *polyanitza* includes not only those women who have been recruited into the ranks of the regular Army or trained as officers in military academies, but the vast majority of women workers in industries and on collectivized farms.

These women form nearly one-half of the 21,000,000 semi-trained reserves who are intended to supplement the active army and regular reserves of Russia, the largest in the world, in case of war.

The core of these 21,000,000 supplementary reserves is the trade-union rifle clubs, composed of both men and women. The rifle clubs are a principal source of recreation for workers.

The Government gives these clubs instruction in drilling, poison gas, and air-raid defense.

SCARCELY less important "than these women soldiers" in the Soviet scheme of things are "the Amazons of Industry," the account runs on:

The Government, making a gigantic effort to put through the Five-Year Plan, in its own language, mobilized workers on a dozen fronts. In the emergency there were not enough men to go around, and women were brought to fill the gaps.

Women work in factories making tractors and farm machinery at Leningrad, Stalingrad, and Rostov-on-Don, and earn the same wages as men in equivalent positions. Girls fifteen to eighteen years old, under a course of training with boys of the same age, learn the operation of machinery.

In the heavier work of constructing new apartment-houses, club-houses and office buildings in Moscow, Leningrad, and other cities, women work side by side with men, carrying hods of mortar, handling riveting machines, laying brick and stone.

Many of these women, large as men, clad in trousers, hair cropped short, are indistinguishable from their male co-workers.

In the lumber camps around Archangel, half of the cutters are women. They mark the trees and fell them, leaving the lifting to men. A peculiarity of the feminine cutters is their obstinacy in retaining a brief skirt over their trousers and boots.

The skirt frequently impedes their movements when they run to escape a falling tree, and has caused narrow escapes, but the cutters insist on retaining it.

On the collectivized farms women have proved particularly efficient. Here at least they have a tradition of generations of work in the field behind them. American experts imported to organize these farm factories have found them more reliable workers than the men.

Women have been particularly successful on the hog ranches and on the giant wheat farms of the Don valley.

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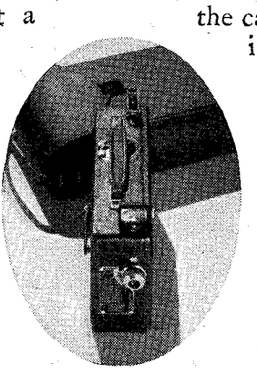
"Paris!—Cross-roads of romance"

Aim, press the lever—and you are making a movie

Capture the living glamour of famous places—*with Ciné-Kodak*

MAGIC thoroughfares—the side-streets and boulevards of Paris. Romance marches by in a thousand fascinating faces . . . now at a famous café on the left bank . . . now along the leafy footpaths of the Bois.

These are the glamorous scenes your Ciné-Kodak can capture . . . the scenes you and your family and friends will enjoy again and again in vivid home movies.



CINÉ-KODAK *Model M—Only $75 with case*

Into this compact little camera, Eastman has concentrated all the essentials of movie making. Equipped with *f*.3.5 lens and a special attachment for close-ups. No focusing. Loads with full 100 feet of 16 mm. film.

Ciné-Kodak M, price $75, makes movies as simply as a Brownie makes snapshots. No focusing. Aim the camera, press a lever. That's all there is to it. Kodascope projectors now reduced as low as $50. Dealers offer easy terms. Eastman Kodak Company, Rochester, N. Y.

EASTMAN KODAK COMPANY · Rochester · New York

Send me FREE illustrated booklet telling me all about making my own movies. L.D.4-2

Name_____

Street_____

City_____ State_____

CINÉ-KODAK

Simplest of Home Movie Cameras

PRODUCED BY UNZ.ORG
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QUICK, SAFE SUDS without hot water

This is the way to wash your woollies

Ivory Snow is pure—as safe for wools as Ivory Soap is for a baby's tender skin. For Ivory Snow *is* Ivory Soap, blown into fluffy little puffs so that it will dissolve instantly.

Ivory Snow doesn't need hot water to make it melt into a rich lather of wonderful suds. You can start with the tepid water wools require. Ivory Snow will dissolve completely. It has no flat particles which can cling to the fabric and cause a soap spot!

Don't rub wool garments. Just swirl and squeeze them through gentle, lukewarm Ivory Snow suds. No clingy flake particles to rub out! Baby's soft little sweaters, your own knitted suits and trim Jersey frocks, your fleecy blankets, will be as softly woolly as when they were new. For with Ivory Snow you avoid the three great dangers in washing wools—harsh soap, hot water, and rubbing.

Ivory Snow is extra safe and convenient for washing *all* fine fabrics. And it is economical to use lavishly, because that nice big package costs only 15¢!

MANUFACTURERS THEMSELVES SAY SO!

"Ideal soap for woolens," say leading woolen manufacturers, such as the weavers of the fine Biltmore Handwoven Homespuns, the makers of downy Mariposa blankets and the Botany Worsted Mills, to mention only a few! **"Perfect for silks,"** say Mallinson, Cheney Brothers, and Truhu.

© 1932, P. & G. Co.

99 44/100 % PURE

Making Game of the Slump

IT'S a low depression that brings no one good.

Cabinet makers and novelty factories have reason to be grateful to hard times, because in such a period people stay at home more, and staying at home they become better patrons to those who provide home amusements.

In Boston and New York, says Benjamin Powell in the Boston *Evening Transcript* in a review of recent social phenomena, "the sports-goods houses, specialty shops, and department stores have given over whole counters and departments to adult toys.

"For proof, in epitome, just examine the variety of backgammon boards. They are delectable to look at. So, too, with the humble dominoes. From the dull black wooden slabs with an engine on the backs, we have graduated to big shiny pieces of ivory or composition that are a delight to handle.

"And they are apt to come in a very flossy case. For chess, checkers, parchesi, and all the board-games makers have found it profitable to redesign their apparatus to adult size and taste.

"Such things as these were evidenced at the toy show. And one who saw the show writes that there were other things that bore looking into."

Here Mr. Powell quotes from his correspondent:

"Mechanical toys are large items on the home recreation list. Weird dachshunds with airplane propeller tails hurtle nightly along parlor floors and the grinning audience, kneeling about the grotesque performer, is adult. Powerful Katrinkas that wave their arms and squeal, grinning black-face figures that tap-dance when properly manipulated, birds that fly when wound, and tin horses that gallop are only a few of the trick gadgets that are delighting the older set. Magic is another time-hallowed juvenile sport that is enjoying the depression popularity in grown-up circles. Rabbits are whisked out of trick silk hats, and water is turned into wine with the aid of sleight of hand and a false-bottomed table, all at the staidest gatherings."

But the more intellectual produce at this fair is also the more considerable, when one is looking for a "trend." Bridge, in its various mutations, led the way in the renaissance, its popularity mounting in an impressive curve.

Around Boston, and possibly in the New York suburbs, home owners are applying their ingenuity to their cellars. Dozens of basements have been partitioned off, painted, decorated, furnished, and have become game rooms. Cards and the board games have moved out of the parlor and into their own quarters. Any one who has ever seen them realizes at once their value. There is no need of unsettling the living-room and resettling it when the company is gone. Those who do not play are left in peace.

Now Mr. Powell quotes once more from his friend who went to the toy show:

"Ping-pong has come to high prominence

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and the national championship competition is to be held in April, under the sponsorship of the American Ping Pong Association, in the ballroom of the Waldorf-Astoria; the contest occupying several days. The National Camelot Tournament for the American championship is to occur some months later, and will be contested by many experts, such as Sidney Lenz, of bridge fame, Capablanca and Frank Marshall, famous chess champions, Newell Banks, U. S. checker champion.

"Great Britain, incidentally, is experiencing the same search for solace from bad conditions, as is shown by the exportation lists. Much pegity is exported to England largely because it is the Prince of Wales's favorite game of skill, and camelot, which is played even in far Samoa and Siam and, until recently, in bomb-shocked Shanghai, is a considerable item. The card games pit, rook, and flinch are experiencing a strong revival there; dominoes, long a favorite in the French cafés, are showing an increase."

Most typical of the vogue for games which sharpen the wits and stimulate the imagination [Mr. Powell resumes] is the success of camelot. This battle game, which as a result of play aboard steamships is now popular in all corners of the world, is of American—yes, New England—origin, despite its English name, its author being George S. Parker of Salem.

What seems the mildest among all these activities is picture-puzzling—and yet even in that there are degrees and degrees of accomplishment. Lively pictures, many of them reproductions of famous paintings, are cut into little curious shapes to make puzzles running from sixty to a thousand pieces, and in some extreme cases to double that number. Women are said to select picturesque and sentimental pictures, running for the moment to those of Colonial days' the days of George Washington, while men still have a fondness for military and hunting scenes, and map puzzles.

Alfonso on Tour

"I AM no beauty queen," said the man with the Hapsburg jaw. "I am not even a king. I have been fired."

The speaker was that genial ex-monarch, Alfonso XIII, and he was addressing one of the many amateur photographers who, in the course of a recent Mediterranean cruise, wished to snap his picture.

This story and others, of how Alfonso "declined to seclude himself, and associated freely with tourists during the voyage," were related when he landed on his return, according to a dispatch to the New York *Times*, which continues:

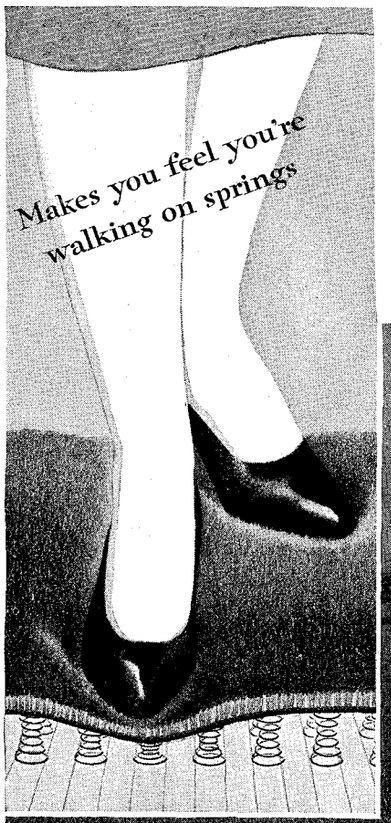
The incidents were described by Pierre Humbourg, correspondent for *Le Matin* of Paris, who made the cruise on the same vessel as the former King's party.

"I am a queer kind of tourist," Alfonso told a friend. "I have no passport. When I come to a frontier, I say to the officers, 'My name is Alfonso XIII, and I am an undesirable,' but they let me pass.

"The only place I had any difficulty was when I tried to go to Germany and a subordinate official looked me over so long that I became uncomfortable. I said to him:

"'Look here, my man, I am an Admiral in your Navy, a General in your Cavalry, a Colonel in the Hussars, and a Colonel in the Uhlans, and I demand your salute.'"

Your *OWN RUGS*... *softer* than the day you bought them!



At small cost . . . Ozite Rug Cushion gives even your *old* rugs marvelous luxury underfoot.

SOFTER *than new!* All you need is an Ozite Cushion under each rug.

Millions of hairs*—like tiny springs—give your rugs the depth and buoyancy you'd expect only of priceless orientals.

Also, Ozite makes rugs last many years longer. Eliminates friction. *Doubles* the life of all floor coverings. Thus in a short time Ozite *repays* its own low cost.

Send now for free sample. Or telephone your nearest store for this remarkable product.

Ozite
REG. U. S. PAT. OFF.
RUG CUSHION
There is only one "Ozite"—Look for this trade-mark

* Ozite is made of HAIR by exclusive processes. Contains no jute or vegetable fibres. Be sure to see the name impressed on every square yard. Insist on genuine Ozite. *Refuse substitutes!* Ozite is MOTH-PROOF. Absolutely GUARANTEED to satisfy you!

SEND FOR FREE SAMPLE!

CLINTON CARPET COMPANY L.D.-432
Merchandise Mart, Chicago, Ill.

Please send me FREE a small sample of OZITE Rug Cushion. Also your free booklet, "Facts You Should Know About the Care of Rugs and Carpets," including information on stain removal.

☐ Also a free Bridge Score Pad.

Name.....

Address.....

City..... *State*.....

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ELECTRONIC REPRODUCTION PROHIBITED

AUNT FLO TO THE RESCUE— by ALBERT DORNE

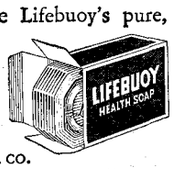
IT'S A SHAME A PRETTY GIRL LIKE MY NIECE HASN'T MORE PARTNERS. BUT I THINK I KNOW THE REASON
NEXT EVENING
WHY DONT YOU ASK SOME OF THE GIRLS OVER
OH, I DON'T KNOW. THEY DON'T SEEM TO CARE ABOUT COMING
SOMETIMES I'M SO LONELY, AUNT FLO. I DON'T KNOW WHAT TO DO
DEAR, I'M GOING TO TALK TO YOU FRANKLY AND YOU MUST NOT FEEL HURT
NEXT MORNING
WELL, HOW DO YOU LIKE MY FAVORITE TOILET SOAP —LIFEBUOY
IT'S MARVELOUS! SO MUCH LATHER AND I FEEL SO WONDERFULLY FRESH AND CLEAN
TWO MONTHS LATER
HOW GLAD I AM I TOLD HER HOW TO STOP "B.O." NOW SHE'S ONE OF THE MOST POPULAR GIRLS IN TOWN

Guard against "B.O." (Body Odor)

DON'T just trust to luck that *you* won't offend. Man or woman, *no one* is safe! Pores are constantly giving off odor-causing waste—a quart daily. Others are quick to notice even a trace of "B.O." *(body-odor)* about us. Take no chances. Use Lifebuoy and be *sure*. Its creamy, searching, purifying lather makes every trace of "B.O." vanish. Helps protect health by removing germs from hands. Its pleasant, *extra-clean* scent vanishes as you rinse.

A complexion secret

Every night, massage Lifebuoy's pure, bland lather well into the skin; then rinse. Watch dull complexions freshen to healthy radiance.



A PRODUCT OF LEVER BROS. CO.

Call Out the Crag Rats!

BRITTLE, stinging snow is sifting down from the gray heavens, covering the peaks and slopes of the Cascade Mountains with a white mantle.

A driving wind from beyond Queen Charlotte Sound sweeps the flakes in clouds as it grows stronger, colder, more doleful in its moaning. To-morrow, perhaps, according to Stewart H. Holbrook, writing in *American Forests*, "the wind will become a hurricane," threatening any danger-defying mountain-climbers who may be clambering over the crags.

Surely, Mr. Holbrook exclaims, "there will be a call for the Crag Rats!" For that band of daring young men whose avocation it is to rescue people lost in the mountains makes a specialty of just such situations.

The monks, "who have kept the hospice on the Saint Bernard Pass in the Swiss Alps for more than eight centuries, have won enduring fame for the work they have done, but not many people outside the Northwest have as yet heard of the Crag Rats of Hood River, Oregon."

Many adventures have come to them since 1926 when they were banded together. For example:

One of the notable achievements of the Rats was a week they spent looking for young Calvin White who was lost on Mount Hood. They found him and brought him out.

Another time they spent six days and nights in terrific weather on the same peak searching for Jackie Strong, a youngster who survived the blizzard, but was near death when they found him.

They packed their tackle at a moment's notice and went to Mount Rainier, 150 miles away in northern Washington, to search for a climber lost there. They found him. Another time they made a spectacular rescue of nine climbers who had fallen into a deep crevasse, and recovered one who had died.

Other groups may talk business and listen to inspirational speakers; still other groups may meet and pass resolutions. The Rats meet only to save lives.

THE Crag Rats are ready to leave their usual prosaic occupations at a moment's notice. Without pay of any kind, they have trod through blizzards, walked glaciers, and have been lowered by ropes into great crevasses. They were organized in 1926, Mr. Holbrook tells us in a historical conclusion:

In five years they have averaged six notable rescues a year, and they have probably made a hundred others that are known only to the folk who live around the base of Mount Hood.

The idea of a rescue group was conceived by A. L. Anderson, a young lumberman of Hood River, some twelve years ago. He mulled over in his mind the fact that scarcely a month passed when there was not some frantic call—that someone else was lost on Mount Hood, Mount St. Helens, Mount Rainier, or one of the other snow-capped peaks on the Northwest.

And there was no one, except for the few forest rangers, to call on for aid.

Newspapers made front-page stories

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ELECTRONIC REPRODUCTION PROHIBITED

about the persons who were lost, and unorganized groups would turn out to search; but that was all.

So, Anderson persistently talked his idea to friends and acquaintances at Hood River. One by one he met other experienced mountain-climbers who liked the idea. Thus the Crag Rats were born—a handful of men who had scaled peaks both in America and in Europe.

To be a Crag Rat one must have climbs to the tops of Mounts Hood and Adams to one's credit; must be fit physically; must be at home on snow-shoes and skis; must know how to use the ice-ax; and, most important of all, must be on call at all times to start for the moraines, the névés, glaciers, and the deep crevasses of the peaks.

Applications for membership in the Rats have been many; but all applications are ignored.

You can't get in that way. New members are invited to join. To-day they number twenty-seven, and they are about as tough and rugged a crew of men as you will find.

The membership is cosmopolitan, several nations being represented. Among them are fruit-growers, bankers, a photographer, an electrician, a doctor, a druggist, a service-station man, and Anderson, the lumberman, who started everything.

Look Pleasant, Peas!

NO temperamental strawberry blonde was ever a more difficult camera subject than just a plain strawberry; and asking the peas to look pleasant is easier said than done.

The fragrant, steaming cup of coffee, exuding a delicate aroma in an advertisement, "probably had its picture taken several hundred times before being pronounced good enough for publication," Geraldine Sartain reports in the New York *World-Telegram*.

"Took 600 shots to get it right," mourns Victor Keppler, advertising photographer, according to her account.

"Food is much more temperamental than any live model. As for strawberries—it's harder to get a perfect thirty-six strawberry than to find a natural platinum blonde. Why, I once picked through ten boxes of strawberries to find just six models."

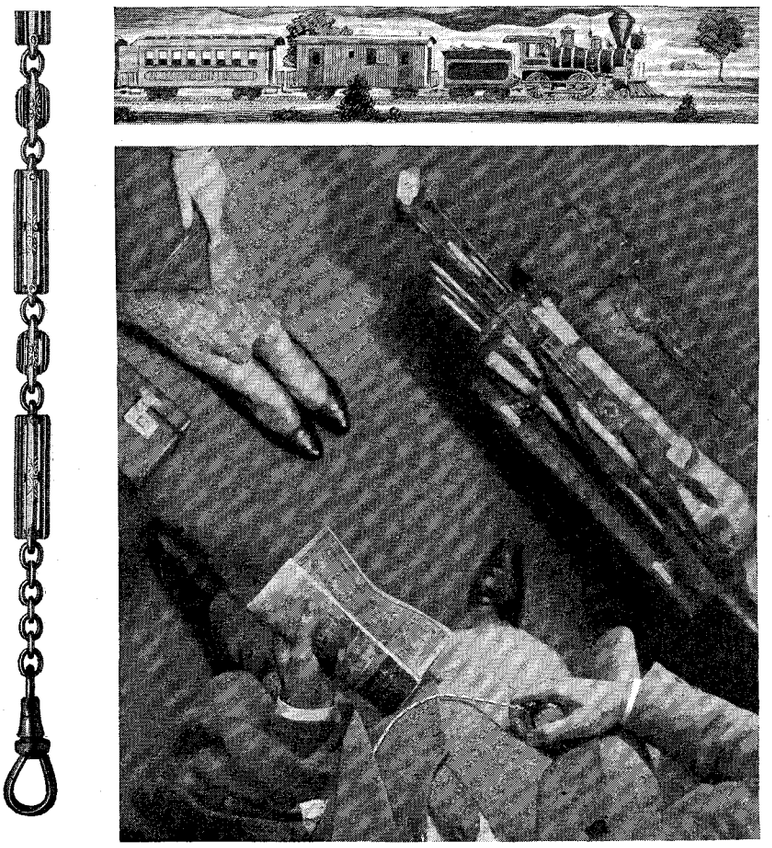
What goes on behind the scenes in an advertising photographer's studio "is really startling. A glance at the picture of a sparkling glass of ginger-ale, a dish of ice-cream, a nice red tomato, a plate of sausages and scrambled eggs would never reveal the agonies the cameraman may have gone through to obtain that perfection of light and shadow," Miss Sartain assures us as she continues:

An advertising photographer's studio looks for all the world like a medieval torture chamber.

There's an alarming assemblage of metal containers shaped like torpedo tubes that hold rows of electric bulbs, batteries of steel-hooded arc lights, and metallic piping running around the ceiling to form a trolley for more movable lights.

When all these scorching lights, from thirty-five to fifty of them of around 10,000

30005



"THE BIG CHAIN IS BACK"

29763

Who is reviving this style?

Look around you. Notice how many prosperous, progressive, well-dressed men are carrying pocket watches these days. Notice, too, how many men are wearing sturdy, substantial watch chains—for all the world like the chains their grandfathers wore, back in the days when a railroad journey was an *adventure*.

But they're not wearing *"the big chain"* out of sentiment for the past. Oh, no! It's simply that these up-and-coming individuals—the type of men who are accustomed to doing their own thinking and making their own decisions—agree that "dainty", "delicate" chains don't fit in with *their* scheme of things. They're wearing *"the big chain"* because it's *practical, sensible—looks right* for a man of action and affairs.

Young men, too—the leaders in our schools and colleges—seem to feel the same way, nowadays, about a good substantial watch and chain. They've been quick to discover that *"the big chain"* is a thoroughly masculine piece of jewelry . . . shows up well against a waistcoat . . . creates *the right* impression!

The Simmons Company has developed many handsome models in *"the big chain"*—and, as you know, Simmons Watch Chains are carried by the better jewelers everywhere. Have a look at some of these smart, new *big-calibre* chains. String one across your vest and see the difference it makes in *your* appearance!

R. F. SIMMONS CO. *Jewelers for over 60 years* Attleboro, Mass.

29763—18 Kt. White Gold Filled $11.

30005—Yellow Gold Filled Waldemar $9.50

"The swivel says it's a Simmons"

SIMMONS
watch chains

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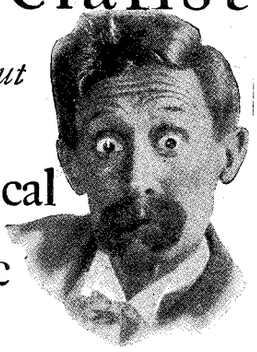
"Chic" Sale—The Specialist tells about the Too critical Critic



JUNIPER QUINCEBERRY, theater critic fer The Durham Star, took a delight in findin' fault with shows. He'd even walk in a theater in the mornin' and shake his fist at the empty stage.

Well sir, things went from bad to worse. As far as he could see, there wasn't *any* thing any good. He got so mean he received several offers to work fer newspapers in big cities, but he turned them down because he said the newspapers was no good. Finally he got meaner and meaner till he decided he wasn't any good hisself.

Walkin' to the medicine cabinet to git some poison and end it all, he looked at some carbolic acid and decided it wasn't any good. Then he picked up a little tin box of chocolate tablets and read the printed slip inside. He ate a couple of the tablets. Well sir, his disposition improved so much that he got fired off his job as theater critic.

You might say this is an argument against bein' happy, but it ain't. Juniper's a successful playwright now.

"Chic" Sale

Millions have perfect confidence in Ex-Lax—those "little chocolate tablets in the blue tin box." They know that Ex-Lax checks on every point the doctor looks for in a laxative.

Ex-Lax is safe and gentle in action, certain in effect. It tastes just like delicious chocolate.

At all druggists 10c, 25c, 50c. For grown-ups and children. Or mail coupon for free sample.

Keep "regular" with

EX-LAX

The Chocolated Laxative

FREE SAMPLE OF EX-LAX
and "CHIC" SALE'S WELLS CORNERS GAZETTE

Name.....

Address.....

.....

Mail this coupon to Ex-Lax, Inc., P. O. Box 170, Times Plaza Station, Brooklyn, N. Y. V412

watts collectively, are focused on the poor little model saucer of broccoli or slice of layer cake, things just naturally happen to the contents—they start shriveling or getting drippy. Icings fall away, and after every shot must be repaired.

If there are too many shots, there isn't cake enough left for a good mouse nibble.

Sausages have the meanest trick. They bleach to a dainty écru shade, dry up and roll themselves into the counterpart of a slice of crisp fried bacon.

So to counteract their temperament, they must be painted with oil just before the camera clicks.

Jelly loves to take on the consistency of golf-balls, and as for silverware—yes, just ordinary table silver—its orneryness is unbelievable.

It usually photographs black, thus sporting a lovely tarnish that would add to any housewife's sales resistance.

To overcome the darkness, the strongest lights imaginable must be used; then a worse problem presents itself.

The silver catches reflections of all the lights, of the paraphernalia around, even of the photographer's countenance.

Once an advertising photographer had to build a special room for a silver job—a room with a black velvet floor and walls hung with white Chinese silk.

The only opening was a tiny slit in the ceiling through which could blink the eye of the waiting camera.

BUT for a real trouble-maker, Miss Sartain invites us to consider our old friend, ice-cream.

There's a poser!

Ice-cream, in case you haven't noticed, or are an unusually fast eater, melts. And keeping it from melting under the powerful, heat-generating lights used in a studio is not easy. How this knotty problem was solved is explained:

The photographer pulled all his tricks, experimenting for days. Finally, when about to give up, he hit upon the idea of "dry ice."

It was alternated, in layers, with ice-cream in a sherbet glass, and wrapt in a towel for an hour, thereby freezing as solidly as marble and withstanding the 212 degree Fahrenheit temperature of the lights for the few seconds necessary to have its features photographed for posterity.

Ginger-ale campaigns now in progress presented a grave problem to the magicians with the clicking shutters.

Ice cubes in a glass look like nothing at all, pictured—just a blank.

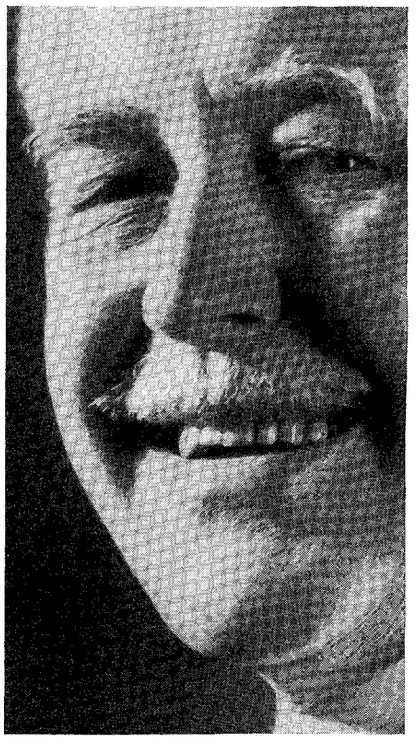
But one of the best commercial photographers in New York discovered that a layer of hard coal placed in the back of the glass brings out lights and shadows, and outlines the striations in the ice. Now every ice cube in a glass that you see in a picture has been photographed that way.

Another difficult model was a white dish on a white tablecloth, filled with spinach. This was a problem of lighting, to bring out the different planes of white and to give the spinach character enough.

The commercial advertising cameraman has to build many sets, and he must keep as many theatrical props as the Shuberts.

"A great life we lead," any advertising photographer will tell you, "especially in the summer, when we have all these lamps on at terrific heat, working on all these cooling beverages that are so technically difficult to shoot."

No fear NOW!



I LOVE good coffee and I like good, sound sleep. For I'm not as young as I used to be. When I found that I could no longer have *both*—I was really worried. My daughter keeps up with things pretty well and she told me about Kellogg's Kaffee Hag Coffee. Now I don't have to worry. I'm enjoying as fine a coffee as I've ever tasted, and sleeping like a baby.

• • •

Caffeine affects you more when you get up in years. That's why Kellogg's Kaffee Hag Coffee—the real coffee that lets you sleep—is so welcome. It will allow you to enjoy your favorite drink to your heart's content without fear of tossing in bed or having shaky nerves.

Guaranteed pure coffee with 97% of the caffeine and the indigestible wax removed. Reduced in price.

Roasted by Kellogg in Battle Creek. At all grocers in vacuum-sealed cans. Money refunded if you're not entirely satisfied. Quality guaranteed.

•

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ELECTRONIC REPRODUCTION PROHIBITED

High-Hatting the Hatless

MONSTROUS! Shocking!
My word! No hat!

It's enough to make the monocles shiver and quiver in every aristocratic eye in England.

For right in broad daylight we see a shameless young man enjoying a canter in London's Rotten Row who wears, according to a London correspondent of the New York *Herald Tribune*, "an ancient coat without even a slit in the tail, golf knickers, tennis shoes, and, as a crowning triumph, no hat."

After this, Britain may fall any day!

It's a bit from the comic-opera war of hard words over hard hats.

Sir Walter Gilbey started it with stern words of censure uttered at a luncheon in connection with the Thoroughbred and Hunters' Show, of which he is president. Said Sir Walter, as quoted in this dispatch:

"I wish to state how shocked I am to see so many persons of both sexes turn up in our wonderful Rotten Row to do their riding in costumes which are a disgrace.

"In this respect," continued Sir Walter, "I particularly allude to those riding without hats. Last Sunday I counted thirty guilty of this fault. In addition, there were others in stockings, pullovers of every variety and shade, and every kind of kit quite unsuitable for riding."

On the following morning an unusually large crowd gathered at Rotten Row.

The army of the orthodox was led by an imposing gentleman whose costume included a gray tail-coat, a squat top-hat, and a stiff choker collar with a white stock. He was followed by a stiffly correct army. Women wearing riding-habits and riding side-saddle, and men in hard bowler (derby) hats, wearing correct jackets and breeches.

Of the emancipators, some were wearing polo sweaters, which, while tolerated, are regarded as incorrect, while one or two bravely wore caps, which, of course, are outside the pale. One girl wore a lounge jacket, a man's shirt, and soft collar, but she proceeded shrinkingly.

THEN the battle in the press commenced. Many "Letters to the Editor" supported the views of Sir Walter. Others, many of them gently ironical, urged for freedom and comfort. Reading on:

Frank Lawton, an actor who had been photographed on the Row without a hat, declared: "Let us by all means maintain the sanctity of our parks, our pride in our country and its pageantry, but please (respectfully) let us maintain also a sense of proportion and a sense of humor. After all, we once played cricket in top-hats, but I think we have lived it down."

A writer to *The News Chronicle* was inclined to be heavily sarcastic. "Only yesterday I observed a well-known clubman walking in the Mall without his gloves, while the newsboy at the street corner was not wearing a collar. Is this patriotic?"

"Beachcomber," London's satirical columnist, foresaw terrible possibilities. "Supposing a picture of a hatless man in our wonderful Rotten Row finds its way into an Australian newspaper, or is shown as a news film in India. Will it not provoke immediate trouble, and make us the laughing-stock of the world?"

The right kind of a "blind eye" is mighty useful right now

During a fiercely fought naval engagement, the valiant Nelson received the signal to cease firing . . . Clapping his telescope to his *blind* eye he declared he couldn't see the signal, and continued the action which led England to victory.

Business, today, needs more Nelsons. More leaders with courage, judgment and tenacity! If you want to win you must have the spirit that dares to go ahead!

The resourceful men who are setting the pace, today, know that courage at the home office is reflected all down the line—through every phase of production and distribution—right to Mr. Consumer, himself. And they're well aware that *advertising* is the *voice of the command*, and its *most powerful weapon!*

Ably-directed advertising penetrates the mind of the market. It can create the desire to buy. It can break, at the crucial point, the jam that stops production and causes over-stocks of merchandise. And it can thus remotivate the cycle which leads to prosperity for all!

Advertising is our business. We know its power—and how to apply that power to your problems.

SAMUEL C. CROOT COMPANY
INCORPORATED
ADVERTISING
28 West 44th Street New York City

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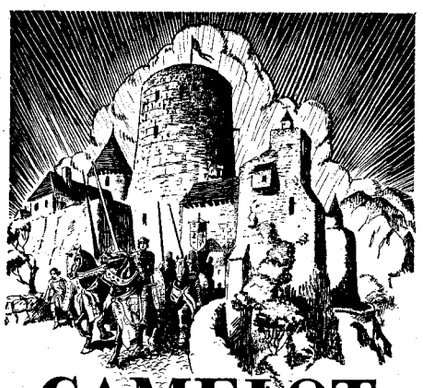


CAMELOT

REG. U.S. PATENT OFFICE

A GAME BY GEORGE S. PARKER

WINNERS of the 1931 CAMELOT CONTEST

FIRST PRIZE, $200

Charles G. Schroeder, Garden Grove, Cal.

TWO PRIZES of $100

Edgar J. Davis, Merrimac, Mass.
Arthur Gladstone, Bronx, N. Y.

EIGHT PRIZES of $25

A. Anderson, Brooklyn, N. Y.; Maj. C. H. Berle, Newark, N. J.; I. B. Emery, New York; J. Fletcher, Longview, Wash.; F. B. Heiss, Kenmore, N. Y.; C. Lemen, Lincoln, Neb.; J. D. Topping, Asheville, N. C.; F. Vytal, Allston, Mass.

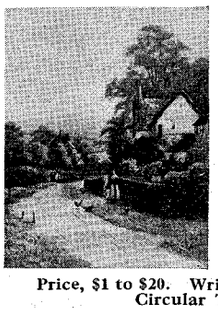
TWENTY PRIZES OF $10

L. R. Baggett, Waco, Tex.; J. J. Beers, Victor, N. Y.; C. Berlowitz, Bronx, N. Y.; W. F. Blakely, Jr.; Essington, Pa.; E. C. Bradley, Iron River, Mich.; S. S. Coggan, Cambridge, Mass.; J. A. Domm, Boston, Mass.; S. F. Eaton, East Orange, N. J.; R. C. R. Emery, Newark, N. J.; W. F. Fogg, Cambridge, Mass.; B. Horwits, New York; R. Lewis, Jr., Hillsboro, Tex.; R. Miller, Skyland, N. C.; M. Morton, Reading, Mass.; C. F. Nicoll, Baltimore, Md.; J. T. Parks, Peterborough, N. H.; Mrs. G. R. Shepherd, Cambridge, Mass.; F. Trask, Plymouth, Mass.; E. Vytal, Allston, Mass.; E. D. Walker, Brooklyn, N. Y.

FORTY PRIZES of $5

R. E. Amos, Akron, O.; H. E. Andrews, Philo, Ill.; Priv. J. Banks, Fort Sam Houston, Tex.; G. Biesemeier, Powell, Wyo.; A. Biedermann, Brooklyn, N. Y.; B. Bohne, Bridgeton, N. J.; W. A. Borrie, Newark, N. J.; D. W. Brous, Ridley Park, Pa.; B. N. Buck, Cincinnati, O.; M. Cecil, Spartanburg, S. C.; M. B. Cleveland, Swansea, Mass.; W. Cooper, Santa Barbara, Calif.; S. E. Cotnam, Oelwein, Ia.; F. L. Davis, Argonia, Kans.; R. R. Douglass, Binghamton, N. Y.; G. Drushal, Ashland, O.; J. A. Fitzpatrick, Plattsburgh, N. Y.; R. B. Gump, Pittsburgh, Pa.; G. Hartger, Grand Rapids, Mich.; J. J. Hayes, Sioux City, Ia.; R. Herr, Guanajuato, Gto., Mex.; Mrs. E. L. Keyes, Greenfield, Ia.; F. L. Marx, Chicago, Ill.; H. Millen, Brookline, Mass.; W. W. Nicholson, Elliott, Miss.; C. H. Parker, Trucksville, Pa.; E. Peizer, New York; Mrs. R. C. Person, Maryville, Mo.; F. A. Rowley, Rew, Pa.; Dr. R. W. Rutherford, Boston, Mass.; S. C. Slaymaker, Louisville, Ky.; Mrs. F. W. Smith, Colorado Springs, Col.; S. E. Smith, Boston, Mass.; S. Smith, Orange, N. J.; W. Sullivan, Englewood, N. J.; J. B. Talmage, 3d, New York; P. Taylor, Bridgetown, Tex.; S. B. Vinton, Roselle, N. J.; J. Warner, San Jose, Calif.; Mrs. E. H. Young, Roselle, N. J.

The nation-wide response to this contest shows that Camelot is truly "The Great American Game." Camelot Sets, $1, $1.50, $5 and upwards, **At all Dealers'.**



PASTIME PICTURE PUZZLES

PARKER BROTHERS

Sole Makers

Parker Brothers Pastime Picture Puzzles are acknowledged to be the most beautiful, finely made and largest selling Picture Puzzles in the world.

A wonderful amusement and mind rest.

Price, $1 to $20. Write for Illustrated Circular Today

OFFICIAL PING-PONG BALL

Adopted by the American Ping Pong Association and used in all Tournaments. Accurate in weight, measure, resiliency and strength.

Price, $2 per dozen, at all leading Dealers'.

Other Famous PARKER GAMES include: PING-PONG, Rook, Derby-Day, Pit, Lindy, Pegity, Quoitennis, Touring, Rumba, etc.

"The Standard of Excellence in Games"

PARKER BROTHERS INC.
SALEM, MASS., NEW YORK, LONDON

On the Track of the Tornado Tragedy

SHERIFF GORE was eating supper at his home in Chilton County, Alabama, when the whole world seemed to blow up.

Bang!

Then unconsciousness for the Sheriff and his family.

When he came to, he found that he was wedged under a tree trunk in his yard. "But it wasn't a yard any more," he told a reporter later. "Just plain land." He wriggled from under the trunk and discovered that, by a miracle, he was uninjured.

"But the wind was howling like mad," he continued, describing the experience to a United Press correspondent, who records his story in a copyrighted dispatch from Montgomery, Alabama:

"It was flashing brilliant, blinding lightning, and I heard my son call to me from across the yard.

"He was lying against the stump of a tree.

"We almost feared to rise against that wind, but both of us thought of his wife and four children, and immediately went to find them.

"We heard them crying in a near-by corn patch, where all five had been blown clear of the wreckage. They were not hurt.

"We made them as comfortable as we could, and then my son and I went across the road to see how Battle Hamilton had fared. Battle is our neighbor.

"His house was nowhere to be seen. Down the road a piece we found him cut to pieces by barbed wire, hanging on a fence.

"Battle's wife had been blown out into their corn patch, and was badly injured. They don't expect her to pull through.

"Then there was Battle's six-months-old son, Jack. We found his body in a creek.

"He had been drowned, if he hadn't been killed before reaching the creek."

SIMILAR scenes of tragedy were enacted throughout the area of the South affected by the disastrous tornado of March 21 and 22 that ushered in the springtime. It was as if a strange, perverse winter, departing, had given a last vicious switch of his tail.

Five States were stricken by the terrible, death-dealing storm. The death-roll as we write passes the 300 mark. About 2,500 are injured. Seven thousand others have lost their homes. The States affected are Alabama, Georgia, Tennessee, South Carolina, and Kentucky, particularly the first three.

But these States were not the only ones that experienced destructive weather.

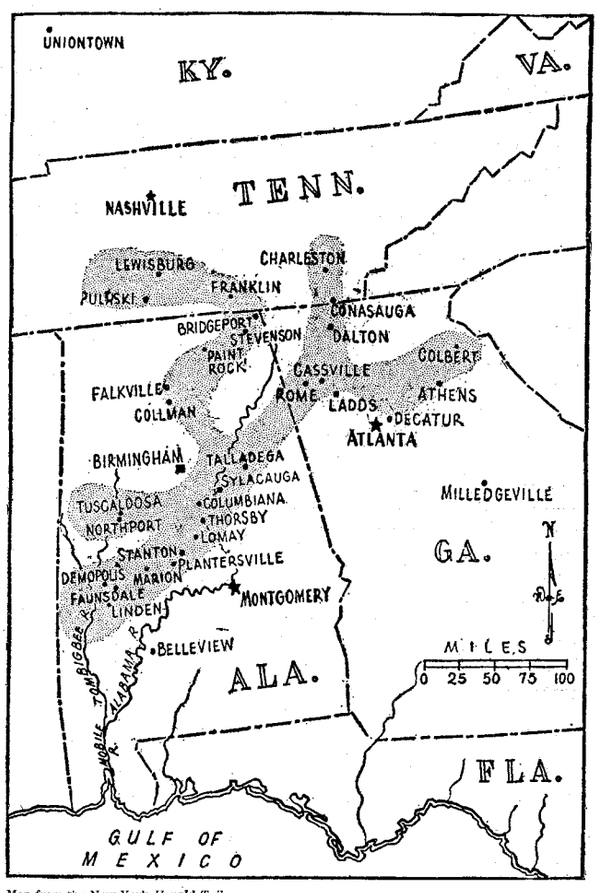
Storms elsewhere in the country caused casualties, too, says the Associated Press in a nation-wide survey, which continues:

Storms of tornadic force burst across Indiana, causing one death and considerable property loss. Ohio felt storms of exceptional intensity.

Snow fell in the Middle West and eastward into the Atlantic States. It lay quite deep in western New York. In New York City pavements were glassy, causing one death.

Near Yankton, South Dakota, there was a three-mile ice gorge in the Missouri River that brought alarm to persons living along the stream as the waters began to rise. Some families began leaving the lowlands last night.

At Cochise, Arizona, one death occurred when the storm lifted two men who had lashed themselves to a tin roof and dropt them heavily several hundred yards away. One was killed.



Map from the New York *Herald Tribune*

Where the Fury of the Storm Hit Hardest

IN the tornado belt the twisting, roaring wind struck first at Marion, Alabama, then at Northport, both in the west central portion of the State, says another Associated Press account which traces the route of the storm thus:

Twenty-nine were killed at Demopolis. The tornado cavorted into Faunsdale and Linden, all in the same area, and then jumped to the central part of the State, striking Lomax, Columbiana, Thorsby, and other communities.

At the same time another tornado dipt

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into half a dozen Tennessee communities. At Pulaski five members of one family were killed under the wreckage of their home.

At Cleveland a baby was snatched by the wind from its mother's arms and dropt into a well, where it drowned.

In the northeastern and northwestern sections of Georgia thirty-four were killed in the vicinities of Rome, Dalton, Cartersville, and Athens.

Decatur, Atlanta, and Milledgeville reported single casualties which were attributed to the storm.

A path a quarter of a mile wide was left in Whitfield and Murray counties, in North Georgia, and churches, homes and barns were wrecked.

Ambulances at Dalton, Georgia, in the vicinity of which five persons were killed, chugged over storm-littered roads, searching the near-by rural communities for dead, and taking medical attention to the injured.

At Dalton an unidentified white man was blown to the top of a tree, the wind driving a piece of wood through one of his arms. He hung suspended until daylight, when he was rescued and taken to a hospital probably fatally injured.

One man was killed near Spartanburg, South Carolina.

At Gaffney, South Carolina, a Negro woman lost her life in the collapse of her dwelling.

Rescue workers prest into wrecked communities and homes throughout the tornado-ravished areas all day, and at night still were working tirelessly in aiding the hundreds of injured, and in providing shelter for those left without homes.

The Red Cross was organizing in Alabama for quick relief of the injured, and Gov. B. M. Miller appealed for contributions for the storm-sufferers in a formal proclamation to the people of his State.

Saying "there will be great suffering unless they are aided properly," Governor Miller's proclamation called on people of the State to contribute relief funds for distribution through the Red Cross.

SCENES of tragic desolation were encountered by correspondents during "a trip into the most severely affected region, Chilton County, of which Clanton is the seat."

Quick flashes of the picture seen are included in this United Press dispatch:

Seventy-five dwellings sprayed over the countryside as if brushed by a giant hand.

The body of a farmer impaled on a barbed-wire fence.

A crying father, with a weeping babe in arms, walking down a road in search of his wife.

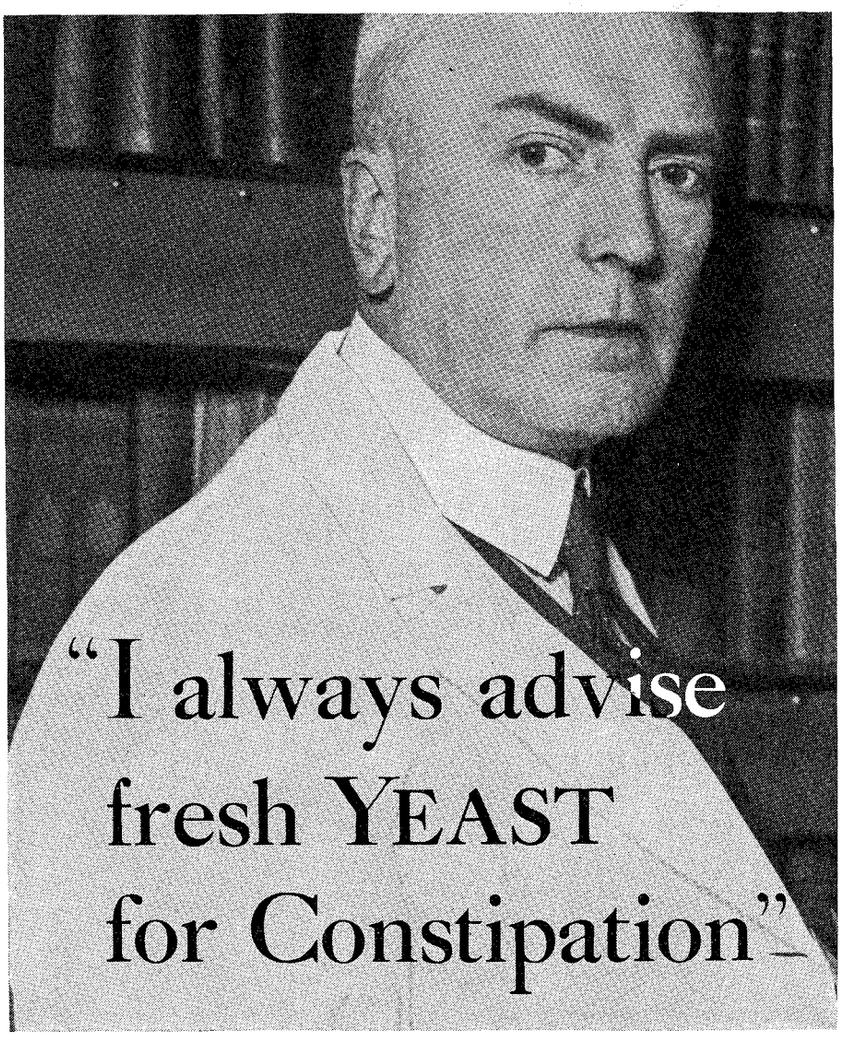
The body of an infant, blown half a mile into a creek.

A stove in a tree.

Obie Willis, a farmer living near Collins Chapel, was brought into Clanton, Alabama, with the body of his mother, who was killed, his dying wife, and his father, who was critically injured. He told the following story, recorded by the United Press:

"My wife and I were in the house when the storm struck. It came up suddenly, darkening the house like a big black cloud, shutting out the sun.

"There was no time to be afraid. I



reports DR. WM. ENKLAAR, *of Amsterdam*

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That was the question put to Dr. Wm. F. Enklaar, founder and head of the world-famous "Enklaar Clinic" in Amsterdam, Holland. He said:—

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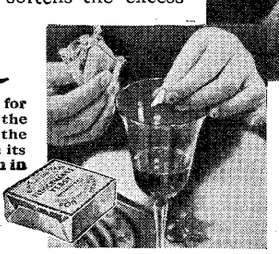

"I WAS CRANKY and touchy," writes Henry Vogel, Jr., of Rochester, N. Y. "Nothing I could find to eat would agree with me . . . My wife began buying yeast for me . . . In a month I was . . . nearly well. Now . . . I eat *anything*."

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heard a crash. Then I must have been knocked out.

"I came to lying flat on my back outside the house in the yard.

"Part of the front door was lying on my chest. The house was wrecked. I moved the planks and door that were on me and crawled over to my wife.

"She was lying in a ditch across the yard. I knew she would drown in the water in that ditch if I didn't get to her quickly.

"The clouds were all about, and it seemed that balls of fire were shooting all around us.

"Finally I got my wife out of the ditch. Then I leaned over her to protect her from the rain and lightning. She was unconscious.

"I stayed there nearly two hours, until neighbors came to help us.

"The doctor told me she was dying after they operated on her early this morning.

"My mother, who was killed, and my father, badly hurt, lived in a house near us.

"My wife and I were brought here in a neighbor's car, and she was taken to the drug store, where emergency cots were put up for badly hurt."

One strange story was that of the nine children left at home by the Latham family at Plantersville, eighteen miles from Clanton.

"Six of them were killed outright in the storm, which leveled their home. The smallest baby was blown away."

WINDS which laid waste many parts of central Alabama shrieked over the home of John M. Queen at Thorsby, while he, his wife and six children huddled in the kitchen, the same news service records in a Birmingham dispatch:

Queen's baby was killed in his arms. His wife, Lucille, died in a hospital. Queen and his daughter, Minnie, five years old, were taken to another hospital.

Queen begged later for word of his wife. He had not yet been told she was dead.

"We all were scared," he said. "Our dinner was on the table, but we were too worried to eat it. Suddenly the wind came in dashes.

"The first blast took the roof off and the rain poured in.

"Immediately another rush of wind came and the walls of the house crumbled in on us. The baby was screaming and I held her close to me. Something hit me. My wife and I were pinned under timber. I don't know where the body of the baby went.

"I couldn't move. Fire started and leapt toward us. We would have been burned to death, but the children, who weren't pinned underneath, ran for help. A man dug us out."

Lloyd Butler, who lived just outside of Jemison, was at his barn with his wife and three children when the storm descended on them. "I told my wife and children to rush for the house," he said. "I put a mule inside the barn and followed them. The windows rattled and we had to lock the doors to keep them closed. My eleven-year-old daughter braced herself against one door to keep it shut. She couldn't do it alone, so we both leaned against it while two smaller children clung to their mother.

"The wind blew down the chimney, whipt out the fire and threw burning coals all over the house. Then the house was torn to pieces."

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The Man Who Keeps the Circus Performance Clicking

HANS JAHN lost his balance and toppled from his perch high above the circus patrons gathered under the big top. He fell forty feet to the hard-packed earth, and his limp, broken body was carried to a dressing-room, where he died.

A trim man with dark visage and black hair watched the tragedy from his vantage point near the center ring. He wore a shiny top-hat, a cutaway, white riding-breeches, and patent-leather riding-boots. He was armed with a whistle.

Instantly this man took charge of the situation, but no one saw him do it, or knew how he did it. He was not seen to speak a word, but his orders went out. As Hans's body was carried away by his circus comrades, there was a quickening of the tempo of the performance. New acts came hurrying on.

This trim, dark man, Fred Bradna, ringmaster of a great circus, handled the emergency so "swiftly and quietly," the show went on so methodically, that only those spectators who were closest to the spot where Hans fell were aware that anything was amiss.

We quote from an account by Earl Chapin May in the New York *Herald Tribune* Magazine. Mr. May is telling the problems which a circus ringmaster must solve, the emergencies he must meet in the course of his daily job, which includes much more than picturesque whip-cracking. The job in its entirety consists of nothing less than keeping the vast and complicated mechanism of the circus moving without a hitch. We borrow a few passages from Mr. May's report on Mr. Bradna, whose official title in the Ringling-Barnum Shows is General Equestrian Director, for the benefit of our many young readers who, now that the circus season is opening, are thinking of the show business as a career.

It takes a big accident to stop the show, Mr. May tells us as he continues in *The Herald Tribune:*

One of these befell the four Wallandas, after they had walked a cable forty-three feet above the ground for many months, with the Ringling-Barnum circus.

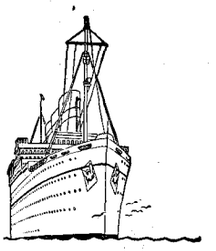
The climax of their exhibition comes when two of the young men of the troupe walk across the slender cable with a third young man balanced on a pole resting on his companions' shoulders, and a girl stands on the third young man's shoulders—and no safety-net to catch them.

They have done this stunt so long that it is, I suppose, almost automatic, tho one notices an occasional swaying of the long steel balancing-poles which each of the three male Wallandas carries. Slips are avoided, for many reasons.

The only protection against death or crippling is a small, canvas catch-blanket which property men carry and keep just beneath the four German aerialists.

One night, a guy-rope attached to their cable gave—just a little, but quite enough.

The quartet promptly lost their equilibrium. Steel balancing-poles began raining



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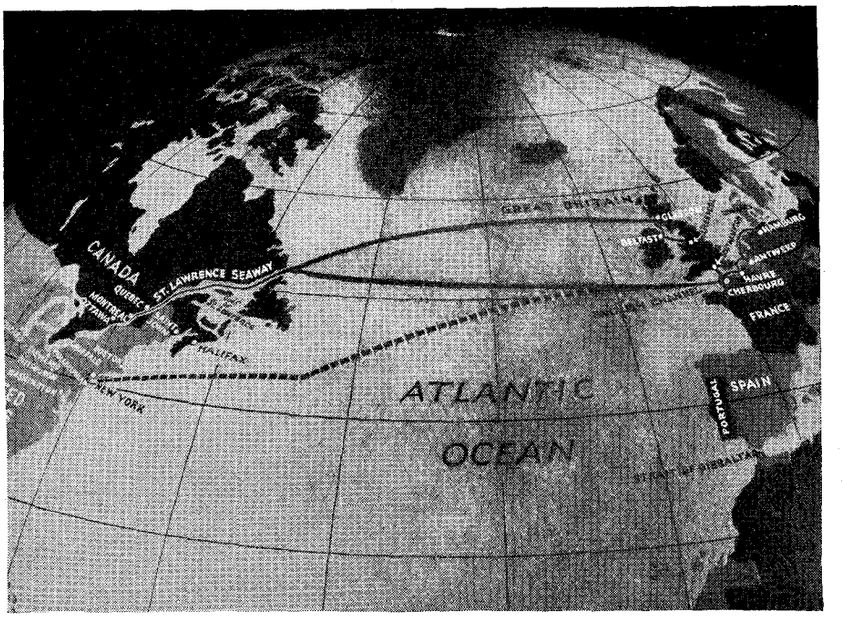

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on the property men. Instinctively, the latter broke and ran; the canvas catch-blanket, therefore, was out of commission. Just as instinctively, the two Wallandas nearest the cable caught it in falling, with their hands. Then they caught their falling mates by extending dangling legs miraculously. Thus they all hung until the catch-blanket was once more in place, when each dropt into it, only slightly injured.

That was the conclusion, for that performance, of Display Number Nineteen. But, while the four Wallandas were still dropping one by one into the catch-blanket, Mr. Bradna blew his whistle for Display Number Twenty; Merle Evans's band burst into another kind of melody, and four troupes of ground acrobats began their springboard somersaulting and equilibristic performances.

PUTTING a circus performance together and producing grand opera are both hard jobs. But Mr. May is inclined to award the palm for difficulty to the circus. Here are some of the elements that make the task as hard as it is:

More people are employed in the circus program than in an opera. Circus performers are just as keen about their calling, and just as tempted to exhibit artistic temperament as are grand-opera singers. The principal difference between the two is that circus performers are daily risking life and limb, while opera singers merely risk their voices. Yet circus performers get along much better together than do high-priced singers.

Two or three weeks before the circus season opens in Madison Square Garden, "Mr. John" Ringling knows just what talent will appear.

Then Mr. Bradna enters the picture. Sitting in Madison Square Garden with a big piece of paper and a drawing-board before him, the equestrian director maps out a program for each of the three rings and two stages.

Time is the essence of a big show performance. Mr. Bradna knows he has approximately 700 human and animal performers doing some 150 different acts, and that two hours of elapsed time is his maximum.

He also knows this can be done only by a process of boiling down, of splitting the second on each different "display" into which the official program is divided.

He also knows that a big part of his problem rests with the personal equation of human and animal actors.

Each actor has labored many years to perfect his performance. Each one believes implicitly in the compelling power of "my act." (If he did not believe this, he would not be effective.) But all of the acts can not "go on" within 120 minutes without compression. Hence the equestrian director must exercise diplomacy.

"I know most of the acts and about how many minutes each requires," explains Mr. Bradna.

"But, tho we can time the acts fairly accurately where performers are all human beings, nobody knows how animal acts will behave during the first few days. Tigers, lions, and other cat animals are pretty sure to have stage fright in front of a crowd. Bears and elephants do not pay much attention to their initiatory audiences, but usually work a little slower the first two weeks than after they get the feel of the thing.

"It is important that all the acts—from two to ten appearing at the same time—

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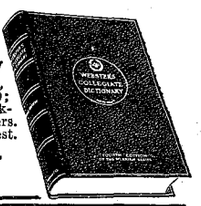

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finish simultaneously. This is one of my most difficult problems, for it usually involves changing the routine of certain acts and cutting others.

"As each act is timed to the split second and each performer's routine is so fixt that mind and body respond to it, this cutting and trimming is apt to cause heartburns."

THEN there's the matter of tact, of adjusting clashing temperaments to each other. For a circus is as full of temperament as a powder-magazine of explosives. Mr. May writes that he has spent many days in many circus dressing-rooms, but he has yet "to see any ill feeling among circus performers." He asked Mr. Bradna what his experience had been, and the ring-master replied, according to the *Herald Tribune* account:

"There is, of course, some professional jealousy. But of all the thousands of performers who have answered to my whistle and accepted programs I have laid out, I can recall less than a half-dozen cases where a performer objected to a 'spot' I gave him on the program, or found fault with the 'business' of any other act because it was encroaching on his 'business.' Harmony in dressing-room and ring is absolutely essential to success.

"Even during the World War, when we had eighteen different nationalities in our dressing-rooms, many of them Europeans, we never had a row.

"I told them to cut out all war talk. They cut it."

ANIMAL actors, as well as the human ones, add to Mr. Bradna's troubles. One day, for example:

He was looking two ways at once, when he saw Lilly, a large member of Emil Pallenberg's bear troupe, go galloping out from the big-top after completing her part of the big show's program. Lilly was hauling her keeper with her, at the end of a chain fastened to her collar. Lilly weighs more than 300 pounds, and as she galloped through the connection into the back yard, she ran smack into three-year-old Dolly Jahn, daughter of the Hans Jahn who was killed a few months later. Lilly, the bear, promptly grabbed and lay down on the little Jahn girl.

The back yard was in an uproar instantly. Mr. Bradna said to Mr. Pallenberg:

"Go after Lilly, Emil! Hustle!"

Emil hustled. As he ran, he shouted a warning to fellow performers to leave his bear alone. If Lilly were pounded or pitchforked, she would kill Dolly. Then Emil said quietly to his big bear:

"Lilly, you get right off little Dolly. She won't hurt you, and you mustn't hurt her."

Lilly "got." That was the end of the incident. Inside the big-top the program proceeded without a second's kink.

Ferrets Out the Murderer.—SCHOOL-TEACHER—"Your little girl seems backward in her reading."

FATHER—"Backward, eh! I suppose she takes after her mother; she always reads the last chapter first."—*Boston Transcript.*

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Here is L. H. Bristol, president of the Association of National Advertisers, telling a group of students of advertising that "there is no way to divorce advertising from selling; they are each an integral part of the other."

Not long ago, President Wilfred W. Fry of N. W. Ayer and Son, on one of his rather rare appearances before an audience, told the alumni of the Wharton School of Business of the University of Pennsylvania that he did not fear the new roads along which American business must travel, or the higher speeds it must attain, but that "advertising always should be considered as a business enterprise and not as a magic formula for unearned success." In other words—

The goods advertised must be right, and satisfy human need and desire. They must be placed where those who are intended to use them may procure them easily. The advertising to be truly successful must be sound; its sincerity must be evident; there must be the ring of truth in the written word, the reasonable statement, the actual description.

ONE of our fundamental troubles, in the opinion of Mr. Kenneth M. Goode, is that we have too much of the banking mind and not enough of the advertising mind in the control of business. Perhaps it is too late to do anything about this present depression, but, suggests Mr. Goode in *Advertising and Selling*—

Might we not even try to avoid the next depression by putting advertising-minded men in charge of big business? By "advertising-minded" men I mean men who, above all else, believe

1. That things are made for people to buy.
2. That things can be made that people will buy.
3. That things can be arranged—and kept—so that people can buy.

Speaking of advertising and the depression, the editor of *Advertising and Selling* recalls that—

The late William Wrigley, Jr., was the greatest depression merchandiser the business world has ever known. Not only did he continue his customary advertising space during periods of economic collapse, but he also seized upon these occasions as the best time to enter new markets, to bring out new products, or to try unusual selling methods.

And Mr. Wrigley, as *The Wall Street Journal* retells the story, "was once asked why he did not stop advertising after he had built up the world's largest chewing-gum business. 'Did you ever hear of trainmen taking off the locomotive after they had got the train moving?' asked Wrigley."

"Depression Brands"

TO keep up the volume of sales under present conditions, a number of companies manufacturing trade-marked products are putting out special low-priced brands. As the New York *Journal of Commerce* explains:

This practise is especially common in the automobile, packaged foods, and similar lines. Consumers with impaired buying power, who find themselves unable to purchase the standard articles, are being kept as customers through offerings of less choice products at materially reduced prices. To protect the original trade-marks, new brand names, sometimes local and sometimes national, are employed.

In several such instances the special low-priced brands are expected to disappear from the market with the end of the depression.

Government Bonds for Hoarders

THE NEW BABY BONDS ARE BEING ISSUED for the very specific purpose of enticing the hoarders back into security investments.

Well, "once the hoarders have been reassured to the extent of digging up the gold buried in the back yard, taking out the bills hidden behind the clock, and exchanging both for some of Uncle Sam's new baby bonds," then perhaps, writes George T. Hughes in one of his financial articles for the Consolidated Press, "they may be persuaded to go a little farther and consider other inviting opportunities in United States Government obligations."

After all, we are reminded, the new bonds have just this one advantage over the old, "they are redeemable at the holder's option after sixty days," which "makes them almost the equivalent of cash, and insures a market price of par." Incidentally, the new bonds, paying only 2 per cent., are less remunerative than the old government bonds, all of which yield more than 2 per cent., and some of them as much as four. And the point is made that government bonds "will not sell indefinitely to return their present high yields."

Coming back to the hoarder—for whom this article is written—Mr. Hughes observes that, after all, he can say a good deal for himself:

You can not blame him for not putting his money into corporate securities after all that has happened since 1929, and a hoarder who lives in one of the towns where there are no longer banking facilities can not be condemned for carrying around with him enough money to do business.

Even in those extreme cases where he distrusts the stability of the American monetary system, he has the company of those Europeans who have been selling the dollar short, a speculative pastime now rapidly going out of favor.

SO it is perfectly sound psychology to offer the hoarders such an investment medium as the new bonds. But a further step should be taken in educating them about government bonds in general. The Liberty Bond selling campaigns are often said to have made us "security conscious," leading to a speculative stock-market mania on the part of many which had disastrous results. But now the opposite situation obtains—"most of us are now security-shy." So now is the time for concerted efforts to bring hoarded money out of concealment and start it in investment channels first by way of government bonds.

The hoarder's problem, we read, boils itself down to two questions:

Is it worth while to hoard gold coin and get no interest rather than to hold a bond which is the promise of the Government of the United States to pay gold coin at a specified time with a return in interest of from 2 to 4 per cent.?

Is it worth while to hoard United States currency which is only the promise of the United States Government to pay gold on demand, rather than to collect interest on the Government's bond, which also is a promise to pay the same gold at a time varying from sixty days to nineteen years?

What risk, then, does the holder of government bonds take? This:

It is only one, namely, the fluctuation—in market price of the bond against the presumed stability of gold or its equivalent. This fluctuation can be guarded against by taking government obligations of short term. The nearer the maturity date the smaller the market fluctuations. All government bonds will be paid at par on the date due, and at that time they must sell at par; neither more nor less, allowing, of course, for the accrued interest. As the due date approaches, the market price automatically declines if the bond is selling above par, and advances if it is selling below.

If the hoarder will consider that his chances of price appreciation on the long-term issue are at least as good as those of price depreciation, he might "hazard" buying a long-term bond. That's all there is to it, except that the logic which is good for the

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hoarder is just as sound for the non-hoarder who has money to invest.

With coupon rates varying from 3 to 4¼ per cent. and maturities from one to nineteen years, United States Government bonds are available in forms to suit all investment needs.

Take the coupon rate first. The highest rate is 4¼ per cent. on the Treasury bonds issued in 1922, and the lowest, disregarding for this discussion the short-term Treasury bills and certificates, is 3 per cent. on the Treasury 3s issued in 1931.

Now as to maturity, the longest is the issue last named, which falls due in 1955 and is redeemable in 1951, and the shortest are those Liberties which are redeemable next year, altho not due until 1938 for the Fourth 4¼s, and until 1947 for the others.

These two factors, coupon rate and maturity date, enter into the making of the market price. At any given time the yield on all government bonds tends to equalize so that the higher coupon issues may sell at a premium and the lower at a discount, but the maturity income be approximately the same. It is never exactly the same, because demand and supply are never precisely the same for all issues.

Individual investors hesitate to pay a premium for any bond, with the result that, other things equal, premium bonds sell to give the largest return, and discount bonds the smallest. The buyer of a premium bond has to "amortize," as the technical word is, a part of each interest payment to make up the difference between the price above par paid at the time of purchase, and par, which he will receive at maturity. Financial institutions do not consider this a drawback, but there are enough investors who do so consider it to affect the market price.

The buyer of a bond at discount in theory should make a similar calculation, but in the opposite direction. His real income from his investment is the value of the coupon plus the increased value of the bond itself as the date of maturity approaches. Aside from these differences, the matter of tax-exemption enters into the calculations.

One Liberty bond, the 3½s issued in 1917 when the United States first entered the war, is entirely tax-exempt, and so has an additional value to investors of large means.

THE various advantages of government bonds are thus summed up briefly by Mr. Hughes:

First—The highest possible degree of safety. No one questions the ability and willingness of the borrower to meet the obligation to the lender in full, and promptly and precisely, according to the terms agreed upon between the two.

Second—All the U. S. Government obligations are payable in United States gold coin of the present standard of value. This may be of interest to those timid souls who have been predicting that the United States would "go off the gold standard," without ever making it plain what they meant by "going off the gold standard." At any rate, if it is gold that is insisted upon when the time comes to pay, gold will be provided.

Third—Instant marketability at any time, in any amount, regardless of prevailing business or financial conditions. When the panic in the stock market was halted, at 2:30 o'clock on the afternoon of November 13, 1929, by a bid for one million shares of Standard Oil of New Jersey, the money to make good was provided by the sale on a panic day and under panic conditions of

SECURITY

The HOME
IS THE BULWARK OF THE NATION
Life Insurance
IS THE BULWARK OF THE HOME

The greatest service rendered by life insurance is the security it gives in the protection of the family and in the lasting preservation of home ties. And don't overlook the fact that your life insurance will provide for your old age if you live.

You will be interested in our booklet, "Build for the Future," sent on request.

THE EQUITABLE
LIFE ASSURANCE SOCIETY OF THE UNITED STATES
THOMAS I. PARKINSON, PRESIDENT 393 SEVENTH AVENUE, NEW YORK

An Equitable Policy Takes the "If" out of Life

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

TRAINER: *A sprain won't ever keep you awake if you use Sloan's.*

ATHLETE: *Boy, it certainly made that ankle feel like new in a hurry!*

bruises —sprains

Never neglect a bruise or sprain. Don't risk losing precious sleep because of wrenched ankles or torn ligaments. Just pat on Sloan's Liniment. It immediately rushes fresh blood to the injured spot, and this fresh warm blood carries away the congestion, then heals and soothes the injury. Sleep is not disturbed by pain . . . Get a fresh bottle today at your druggist's. Only 35¢.

SLOAN'S LINIMENT

SAVE YOUR FINGERS WITH Vaughan's NEW SAFETY ROLL JR. CAN OPENER

THE WORLD'S BEST CAN OPENER—The greatest safety device and labor saver in your kitchen. Opens any size and shape of can easily; quickly; leaves a safety rolled edge; saves the juices. Millions in use. Ask to see the new SAFETY ROLL, 2nd, and SAFETY ROLL, SR., the finest stationary can opener for the home. VAUGHAN Safety Roll Can Openers are for sale everywhere. Ask your dealer.

Vaughan Novelty Manufacturing Co., Inc.,
3217 Carroll Ave., Chicago, U. S. A.

Send for Free book, "How to Obtain a Patent." and "Record of Invention" blank. Ask us how to protect your ideas. Victor J. Evans & Co., 610 D Victor Building, Washington, D. C.

PATENT YOUR INVENTION

PSYLLIUM SEED

SAMPLE ON REQUEST

$1

10 lbs. $2.25 5 lbs. $1.25 3½ lbs. 2½ lbs. 5 lbs. $1.85 10 lbs. $3.50

WHITE INDIAN BLACK FRENCH

Shipped prepaid on receipt of check within 600 miles of New York. Add 5c per pound for greater distances. Shipped C. O. D. all postage extra.

The LAXSEED Co.
20 FULTON STREET, NEW YORK, N. Y.

SAMPLE ON REQUEST

NATURE'S OWN LAXATIVE

fifty million dollars' worth of United States Government securities.

Fourth—Collateral value. If money can be borrowed on anything, it can be borrowed on United States bonds.

Fifth—Tax exemption. This varies with the different issues, and is of chief interest to large investors.

Sixth—Availability in denominations from $50 up.

The disadvantages are said to be two:

First—A moderate return compared with corporate securities. This is the price that quality always commands.

Second—A fluctuating market price which every security that can be readily bought and sold always has. This is a disadvantage only when government bonds are compared with cash.

The Government's Fifth

DO we realize that the average person now stands to pay out in taxes more than one-fifth of his income?

The reason for this, as the Alexander Hamilton Institute explains in its *Business Conditions Weekly*, is that the total expenditure of all our national, State and local governments has jumped from $2,000,000,000 in 1912 to $12,000,000,000 in 1931; this means that 22.1 per cent. of the national income must be paid out in taxes, directly or indirectly.

Putting it on a family basis, roughly speaking, the average family with an income of $2,840 in 1929 paid only $360 in taxes, whereas to-day the average family with an income of only $1,800 pays $400 in taxes. As the Institute presents the relative growth of government expenditures and national income:

	Government Expenditures, Federal, State and Local	*National Income*	*Percentage of Expenditures to Income*
1912	$2,000,000,000	$33,000,000,000	6.1
1922	6,700,000,000	60,100,000,000	11.1
1929	10,800,000,000	85,200,000,000	12.7
1931	12,000,000,000	54,000,000,000	22.2

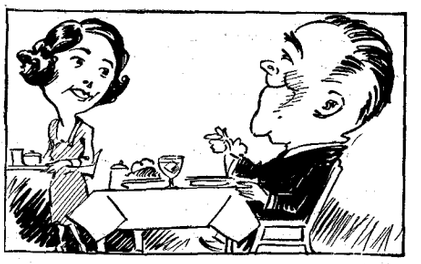
To bring government expenditures back to the 1912 ratio to income, it is estimated, "the present figures of $12,000,000,000 would have to be reduced to almost $3,000,000,000, or 75 per cent."

And the Institute makes the point that one of the important factors retarding recovery from the current depression is the high cost of government:

Prior to the depression in 1929 the cost of government had already reached an uncomfortably high figure. Since the depression started, government expenditures have shown a further increase. Meanwhile the income of the people of the United States has shown a sharp reduction.

As a result, the cost of government has now reached very burdensome proportions. In order to meet the increase in expenditures the Federal, State and local governments are now engaged in raising taxes which the people must meet out of their reduced incomes.

The consequent curtailment in that part of the national income which is available for private enterprise presents a serious obstacle to business recovery.



. . . WHAT FOODS Disagree with You?

Different foods disagree with different people. Some say that pork, bananas, hamburger, mince pie, salted nuts, cucumbers, cause that gassy fullness, burning sourness, belching nausea, upset stomach. Others report indigestion, heartburn and acidity from corned beef and cabbage, pastry, coffee, lobster, etc. But a delightful new antacid mint—TUMS—gives almost immediate relief. Simply eat three or four TUMS after meals—often one is enough. Delicious, sweeten the breath. At any drug store in handy rolls—only 10c.

"TUMS" for the Tummy
EAT LIKE CANDY
TUMS 10¢
FOR STOMACH DISTRESS

TUMS ARE ANTACID—Not a Laxative
For a laxative, use the safe, dependable Vegetable Laxative NR (Nature's Remedy). Only 25c

Lowell Thomas

The Radio Voice of

The Literary Digest

War correspondent, cowpuncher, editor, college professor, Arctic explorer, discoverer of "Lawrence of Arabia"; appointed by President Wilson as special representative to Europe during the War; accompanied the Prince of Wales on his India trip; has made over four thousand platform appearances—and is now engaged by the "Digest" exclusively to tell you what is happening throughout the world. Don't miss this program!

Over These Stations of the National Broadcasting Company

Every Night, Except Saturday and Sunday
(Unless Otherwise Specified)

WJZ	—New York City	6:45 E.S. Time
WBZ	—Boston	6:45 E.S. Time
WBZA	—Springfield, Mass.	6:45 E.S. Time
WBAL	—Baltimore	6:45 E.S. Time
KDKA	—Pittsburgh	6:45 E.S. Time
WHAM	—Rochester (Ex. Thurs.)	6:45 E.S. Time
WLW	—Cincinnati	6:45 E.S. Time
WMAQ	—Chicago	5:45 C.S. Time

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CURRENT POETRY

UNSOLICITED CONTRIBUTIONS TO THIS DEPARTMENT CAN NOT BE RETURNED.
UNPUBLISHED POETRY UNAVAILABLE

IT was inevitable that the country-wide emotions stirred by the kidnaping of the Lindbergh baby should gain expression in verse, so we select some appearing in the press. The first, from the New York *Sun*, is a bitter indictment of a land where this crime is possible. Mr. Phillips uses the kidnaping as a text for an attack on Prohibition:

AMERICAN CROSS-SECTION

BY H. I. PHILLIPS

A baby stolen from its crib—
Snatched by rough hands,
Terrified by a strange touch,
Coarse, evil faces;
Clutched to an alien breast
And carried through the chilly night
And foreboding darkness
To be held for ransom! . . .

And through the country
Droning voices of propagandists . . .
"Fellow citizens . . . America is
The safest, happiest country
On the face of the earth . . .
The Noble Experiment has
Made us a law-abiding,
God-fearing, upright people! . . ."

II.

Twigs snapping in the brush . . .
Footfalls on a gravel patch . . .
The rasp of ladder against stone . . .
Hands fumbling at a screen . . .
A muffled cough in a cradle;
Hoarsely whispered commands
And the flight of dastards
With a helpless babe! . . .

And in countless courts
Smooth-tongued lawyers,
Trying by every subterfuge
To liberate criminals . . .
"Your Honor, I move for
Dismissal . . . Section Forty-two . . .
Defendant not warned of rights . . .
People versus 'Legs' McLuke . . ."

III.

A nurse's cry, the scream
Of a startled mother . . .
A father's groan of anguish
Above an empty cradle . . .
An alarm through the night
Over a million wires, stunning
A nation prostrate before
Gangsters, gunmen, racketeers! . . .

And judges obeying
"The Master's Voice" from
Political headquarters . . .
And killers smirking, "It
Cost us ten grand, but
It was worth the money! . . .
The old stiff put us on
Probation! . . . Hot Cha-Cha!"

IV.

A nation frustrated
By foes of organized society?
A country powerless before
The most dastardly of crimes—
The kidnaping of a babe
By fiends insensitive to all
Decent emotions of mankind,
And deaf to a country's prayers . . .

And in subsidized offices
Smug, oily reformers
Prattling of "A new era of
Clean living. . . . The sanctity
Of that splendid law
Which has made this land
A finer place for fathers and
Mothers to live in! . . ."

V.

Hourly radio bulletins
To an agonized nation . . .
A country on its knees . . .
Parents driven by desperation
To an offer to negotiate
In underworld alleys
Through "Salvy" Spitale . . .
And Irving Bitz . . .

And in innumerable cities
Leading citizens, business men,
Police officials at testimonial
Dinners to corrupt officeholders . .
"Very happy to be here to-night . . .
Take great pleasure in presenting . . .
Altogether now, boys . . . For he's
A jolly good fellow-w-w! . . ."

VI.

Never-ending days of anguish
For Anne and Charles Lindbergh . . .
False clews . . . anonymous letters . . .
Rumors . . . rumors . . . rumors . . .
Somewhere the cry of a sick child
As it twists in a cheap blanket
And gazes into cruel eyes
And hard, evil faces . . .

And in legislative halls
Pompous orators solemnly
Praising "This gre-a-at country,
This enlightened nation . . .
The newer and better America
Hallowed by an amendment
Marking the rebirth of decent,
Law-abiding citizenship! . . .

* * *

"Prohibition is not an issue . .
Let us not return to the
Disorderly, wicked LAWLESS
DAYS OF THE SALOON! . . ."

THE impact of the awful news is pictured in the Brooklyn *Daily Eagle:*

MARCH 2, 1932

BY LAURA GUYOL WOLFE

"Here is your coffee, Dad, and here's the paper."
And thus, as on a million other days,
The little rite of Labor-for-One-Loved.
"The Lindbergh baby?"—and my heart stood still!

* * * * * *

Oh Mary Mother . . . you who knew the pang
Of bitter travail centuries ago
And yet more bitter anguish as you knelt
Beside the tomb wherein they laid your Son,
Pray that the strength once given you be hers
Who, with another life beside her heart,
Kneels now in anguish waiting for her son.

THE prayer of many hearts finds echo in these lines in the Worcester *Evening Post:*

A NATION'S PRAYER

BY KATHARINE J. CRONIN

God of all creeds and races,
Heeding our humblest plea;
"Guiding the course of the eagle
Over the lonely sea."

Tender all-seeing Father
Comfort an eaglet, lone,
Protect him, love and guard him
And send him safely home.

Heart that was pierced with sorrow,
Heed thou a mother's quest—
For the heart of the world is seeking
This eaglet, lost from his nest.

God of the open spaces,
Of land and skies and sea,
Though earthly power may fail us,
Our hearts have faith in Thee.

"MEET

SPEED BLEND

MY BEAUTY DOCTOR"

IF a can of Speed Blend could talk, it would say, "I'm from du Pont, makers of Duco. They say I am the fastest and safest polish you can possibly use on your car."

Try Speed Blend, the new, fast-working No. 7 Duco Polish. See how it saves time, and money, and muscle. And see how beautiful your car looks after you use this amazing new polish . . . It's ideal for furniture, too!

Send coupon — get sample.

DU PONT RADIO PROGRAM:
"Today and Yesterday," Columbia Chain, Friday evening 8.30 to 9.00 E.S.T. (Pacific Coast, Thursday evening 9.30 to 10 P.S.T.)

When your car needs refinishing, insist on genuine Duco.

E. I. DU PONT DE NEMOURS & CO., Inc.
Desk L-1, General Motors Building, Detroit, Mich.
Canadian Industries, Ltd., Toronto 9, Canada.

Send me a sample of Speed Blend. I enclose 10 cents to help cover packing and postage. (Good only in U. S. and Canada.)

*Name*_____

*Address*_____

*City*_____ *State or Province*_____

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THE SPICE OF LIFE

(TITLE REGISTERED IN U. S. PATENT OFFICE)

When a Feller Needs a Friend.—The saying is that heaven will protect the working girl, but who will protect the guy she is working?—*Awgwan.*

Climbed the Ladder.—"Murphy got rich quick, didn't he?"

"He got rich so quick that he can't swing a golf club without spitting on his hands."—*Stray Bits.*

Bringing Up Father.—"Of course you entertained during the social season?"

"Well," answered Mr. Cumrox, "mother and the girls didn't think much of me as an entertainer, but I overheard several visitors say I was one of the most amusin' people that ever broke in."—*Washington Evening Star.*

Try With a Slipper.—DEAR OLD LADY—"No, I'm afraid I know very little about golf. I couldn't even tell one end of a caddie from the other."—*Humorist (London).*

Contented Tightwads.—Somebody is asking the information column for a definition of "the happy mean." The happy mean nowadays, we guess, says *The Herald,* Boston, are those who saved something when they had it.—*Christian Register.*

Post-Mortem Experts.—"You say that you are the sole support of a widowed mother, your father having recently been killed in an explosion. How did the explosion happen?"

"Mother says it was too much yeast, but Uncle Jim thinks it was too little sugar."—*Wall Street Journal.*

Perilous Primrose Path.—"Hard work never killed anybody," said the father.

"That's just the trouble, Dad," returned the son. "I want to engage in something that has the spice of danger in it."—*Christian Register.*

Tut Tut! They All Do.—"What is your idea of a clever woman; one who can see the point of a joke?"

"No, a woman who can laugh at a joke without seeing the point."—*Boston Transcript.*

Big Salesman.—BRITISH GUIDE (showing places of interest)—"It was in this room that Lord Wellington received his first commission!"

AMERICAN TOURIST (suddenly interested)—"How much was it?"—*Tit-Bits.*

When Words Fail.—SON—"What does the word 'chauffeur' mean?"

FATHER—"That is the name given to the driver of a motor-car."

SON (after a moment's thought)—"That was not the name you gave to the driver of the car that nearly ran over you yesterday."—*Wall Street Journal.*

Bridge of Sighs.—"Think of the golden moments you have wasted playing bridge," said the serious friend.

"Yes," replied Miss Cayenne, regretfully, "besides a lot of silver coin and paper currency."—*Washington Star.*

Biding His Time.—They had new neighbors and the wife was much interested in them. In a few days she reported:

"They seem a most devoted couple, John. He kisses her every time he goes out, and even waves kisses to her from the sidewalk. Why don't you do that?"

"Why don't I?" replied John. "Good heavens, I don't even know her yet."—*Boston Transcript.*

"Honest, Cap, I only wanted to help ketch them kidnapin' punks!"

—Alley in the Memphis "Commercial Appeal."

Mother Love.—FIRST GIRL—"I don't see how you could engage yourself to that old Mr. Wiggs. He hasn't a tooth in his head and is pretty near bald."

SECOND GIRL—"Well, my dear, you shouldn't be too severe on him; he was born that way."—*Boston Transcript.*

Worth Telling Again.—George Ade tells this story on himself. He was sitting with a little girl of eight. She looked up from her book of fairy-tales and said:

"Does m-i-r-a-g-e spell marriage, Mr. Ade?"

"Yes, my child," was all he found to answer.—*Wall Street Journal.*

Martyr to Mode.—DOCTOR—"Have you any idea how your wife caught this terrible cold?"

HUSBAND—"I think it was on account of her coat."

"Too thin, eh?"

"No; it was last winter's one, and she didn't wear it."—*Bennington Banner.*

Slips That Pass in the Night

Cozy Nest.—The concession was fortified by earthquakes supported by steel and iron plates.—*Winston-Salem Journal.*

Rampant Appetites.—Hiseville, Ky.—Two farmers to-day fought off thirty infuriated men to save a Negro from lunchers.—*Brooklyn Standard Union.*

Where the Corner Has Been Turned.—There is no unemployment in this district now. Every industry seems to be flourishing.

A daughter was born at the Hazelton Hospital, last week, to Mr. and Mrs. Allan B——.—*Prince Rupert (B. C.) paper.*

Approximately on the Square.—Man, married, with family, wishes a dress-suit of clothes, size 29 by 30.—*Los Angeles Times.*

Knife-and-Fork Hero.—In addition, he is a sea-fighter of great courage, to which half-a-dozen World War meals attest.—*Palo Alto Daily Times.*

What Price FIE?—Bebe Daniels, star of stage and screen, will sin with Rudy Vallee and his Connecticut Yankees over a nation-wide NBC network and KFI.—*Bernardino Evening Telegram.*

Probably Burned It.—This was Beckley's third trial. At each he admitted he shot his wife and step-daughter, but said the women's attitude toward ham had goaded him to desperation.—*San Francisco Chronicle.*

What a President!—Military and naval reenforcements were ordered to Shanghai to-day to defend Americans clustered behind barbed-wire entanglements in the International Settlement under the personal direction of President Hoover.—*Detroit Free Press.*

Human Grizzly.—"My dear! My dear!" Before she could speak he swept her into his arms and killed her hungrily.—*Salt Lake Tribune.*

Down to Hard Pan.—
SHIRT-SELLING IN STOCK
MARKET IS BEFORE CONGRESS
—*Dayton Daily Journal.*

But We Think It's the Heredity.—Fort Dodge, Ia.—Triplets born to the Rev. and Mrs. Frank Selby last week are the first in Fort Dodge in a decade. They have been named Donald James, Darrold Franklin, and Deloris Martha, and have twin aunts, twin great-uncles, and twin great-grand-uncles. The Rev. Mr. Selby, an evangelist, is a salesman for duplicating machines.—*Des Moines Tribune.*

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